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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

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VOL. LXXXIII

SUN
NEW YORK, APRIL 3, 1913

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No. 1

There is an old idea abroad that keeps many a client away from us—and many a dollar away from them.

This idea is that we deal with generalities, ignoring the specific. Nothing can be further from the facts.

We confess to responsibility for many advertising successes, but each of them resulted from a definite plan based on definite knowledge.

With advertising more popular and more profitable than ever before, to be cheated out of its great and greatly needed advantages by the prepossession of an erroneous idea is most unfortunate.

When you come to us you will be surprised what details we can give you and what details we will ask you to give us. Knowledge is power.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Cleveland

11
50



THE FEDERALIST



"Put it up to men who know your market"

GOOD advertising is the best incentive to quality production.

ONE of Federal's clients realizes this fact when he places his Business Creed on the wrapper of each piece of his silk as follows:

"To see a little further into Fashion's future; to dig a little deeper for quality production; to know no mean between right silks and wrong silks; to be satisfied never with 'good enough' but always to supply even better than the customer expects."

THUS his message of quality accompanies his merchandise from mill to merchant, so plain that nobody can mistake it. That is how advertising becomes an incentive, yes, an inspiration to quality.


DOES your advertising act that way? Or would you like to discuss this matter with the right Federalist—a man "who knows your market?"

WE agree with Mr. Fletcher: "It is not so much the space as the *spirit*." How much current copy rings true to the *spirit* of the business that it seeks to promote? The trouble with too much of this other advertising is that it shows it is mechanically made, every word of it.

YET the remedy is so simple; we don't mind giving it away—Because you can see it for yourself, nicely framed, in Federal's Literary Department. "Think first; then write"—that's all.

FOR example—a two inch space that Federal is placing for Kirby-Beard of Great Britain—the greatest pin and needle makers in the world. You never noticed anything like it; but then you never noticed two inch notion ads before anyway. See the point?

"I Don't Care Two"



But you do care when you buy a paper or box of pins. Ask for the famous

**KIRBY-BEARD
PINS**

because they are sharp pointed, well headed, heavily plated and strong bodied. Kirby-Beard Brass Pins, Hair Pins, Safety Pins and Needles are famous the world over since 1743. Ask for the Kirby-Beard kind and look for the "Elephant Head" trade-mark.

DIECKERHOFF, RAFFLOER & CO.
Sole Selling Agents for U. S. A.
580-586 Broadway, New York

Federal Advertising Agency

"Put it up to men who know your market"

241 West 39th Street, New York

INDIANAPOLIS

APR 5 1913

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXIII

NEW YORK, APRIL 3, 1913

No. 1

BUILDING AN ORGANIZATION ON RIGHT BASIS

WHEN IT PAYS TO MAKE YOUR DEALERS A VIRTUAL PART OF YOUR FORCE—NEWEST VIEW FAVORS NEITHER PATERNALISM NOR INDIFFERENCE, DICTATORIALNESS NOR WEAKNESS—POLICY OF ENTHUSIASTIC CO-OPERATION HOLDS MOST POSSIBILITIES—PROGRESSIVE METHODS ADOPTED BY HALLET & DAVIS PIANO COMPANY TO UP-BUILD AND ADVANCE BUSINESS

By C. C. Conway,

Treasurer of the Hallet & Davis Piano Company, New York.

A short time ago our auditor wrote one of our dealers that according to our ledgers there were seven pianos not checked off, although his ledger balance was settled. It was, therefore, strictly speaking, not any business of ours what he had done with them, but our relations with our dealers are unusually close, and we inquired about the matter.

"Oh, that's all right," said the dealer. "I sold all of the pianos, one outright for cash, and the other six on payments. I put the money for the first back into the business, and I have the mortgages for the other six in my safe."

"Glad to hear it," we said. "In one way, it is none of our business what a dealer does with the money he earns, and he is not obliged to tell us. But in another sense, we are keenly interested in knowing that a man has the right instincts. We are doing so much for our dealers that we want to feel that our dealers are doing something for themselves. We are building on his future as much as he is. We try to consider that we are under obligation to him as the source of his supply and

we want him to feel that he is under obligation to us as our representative."

Is this paternalism? We don't think so. Rather, we would call it reciprocity.

"How do you, a man of independent mind, stand for the Hallet & Davis attitude toward its dealers?" a piano man recently asked one of our dealers. "How can you limit yourself to one line and let them go through your books, write you 'ginger-up' letters and prescribe selling methods for you?"

"Well, let's see," said the dealer. "Two years ago they took me when I practically had no capital whatever, set me up in business and have put me several thousand dollars to the good. They have shown me how to make money when I couldn't make it for myself before."

Our dealer described the Hallet & Davis attitude. He might have added that we make no rules for our dealers that we do not live up to ourselves. In fact, we set a higher standard for ourselves than we do for our dealers. We must set an example if we would have others take our advice.

That is the only sensible business policy to-day. The time of paternalism has gone forever. There is no longer any room for dictatorial methods. There is no chance for indifference. The new conditions of doing business are intimate co-operation. We recognize mutual obligations. We reach a common understanding. Only in this way could we generate confidence and enthusiasm and acquire momentum.

Hallet & Davis is one of the oldest piano houses in the country. Like most of the older houses, it underwent the usual vi-

cissitudes when conditions changed in the industry. Twenty-five years ago the control of the situation had drifted into the hands of the jobbers and large retailers. They fixed the prices, placed orders as they would, and made it difficult for the manufacturer to exercise any control over his own business. Prices and terms were the sole subjects of discussion. One manufacturer vied with another in shading his offerings.

The chief reason for this was that the manufacturers, for the most part, were not merchandisers, but either artists or artisans. Most of them were located in the East. The real merchants were the great jobbers of the West, who, through getting into intimate contact with the dealers and the public, had developed a sound selling theory and practice.

When Hallet & Davis passed into the hands of my associates in 1905, the business was reorganized. We found ourselves obliged to conform to custom, but we had been looking around and believed that a demand for quality was beginning to take the place in the popular mind of the insensate insistence on cheapness. It seemed to us that the manufacturers in general were not alive to this change. But we decided for ourselves that the logical thing to do was to more aggressively pursue the policy of making an instrument of high quality at reasonable price, carried on by this house in a small way for over 75 years, and aim at vol-

ume of sales by letting it go at a smaller margin of profit.

I, personally, was out on the road wholesaling about that time. It was hard to see any future for the business. Everywhere it was the old question of price and terms. The jobber and big dealer were dictating to the factory and the same piano was being sold in one county at one price and in another at another, for whatever the dealer could get retail.

This, of course, was wrong. There can be no lasting business without integrity and no integrity without fixed prices. We determined then that we would never "O. K." an advertisement that did not have the price of the piano in it. And prices and terms have gone into every ad since.

Fixed prices naturally go with trade-marked articles. One inevitably means the other. We are willing to make a prediction as to the future of the piano business in this respect. It is perhaps a long look ahead, but in less than ten years you will find trade-marked lines practically controlling the situation. If the

purchaser can buy a piano at retail for from \$250 upwards, with a guarantee back of it and quality and fixed retail price, what object would there be in buying an unknown "stencil" piano? And he will not do it. The "stencil" and "just-as-good" piano have seen their best days.

A year or two ago we tried to



**The Average Person
Is Not Mechanically Inclined**

BUT there is much to be said. Why, then, should a player piano replace you the owner as expert in operating mechanical devices?

That player piano inventors have explained this. They have been so loaded down with levers, pistons, and other "expressions" devices, that in order to have a play there you really had to have to the great skill of the mechanical artist of the instrument.

What was the result? A player of standing music. But not so with the

VIRTUOLO

THE NEW INSTINCTIVE PLAYER PIANO

When you play the average piano, you have to begin at the beginning and go on to the end. You have to learn the mechanics of the instrument and then you have to learn the music. But with the Virtuolo, you can play the music without having to learn the mechanics. The Virtuolo is the only piano that can play the music without having to learn the mechanics. The Virtuolo is the only piano that can play the music without having to learn the mechanics.

And the Virtuolo is the only piano that can play the music without having to learn the mechanics. The Virtuolo is the only piano that can play the music without having to learn the mechanics. The Virtuolo is the only piano that can play the music without having to learn the mechanics.

When you see the Virtuolo, you will be surprised. When you hear it, you'll be astonished. And when you play it, you'll be delighted. It's all there in the Virtuolo. It's all there in the Virtuolo. It's all there in the Virtuolo.

The Virtuolo is the only piano that can play the music without having to learn the mechanics. The Virtuolo is the only piano that can play the music without having to learn the mechanics. The Virtuolo is the only piano that can play the music without having to learn the mechanics.

And the Virtuolo is the only piano that can play the music without having to learn the mechanics. The Virtuolo is the only piano that can play the music without having to learn the mechanics. The Virtuolo is the only piano that can play the music without having to learn the mechanics.

You Want This Interesting Book

Write to Hallet & Davis Piano Co. for a free copy of this book. It tells you all about the Virtuolo and how to play it. It's a great book. It's a great book. It's a great book.

HALLET & DAVIS PIANO CO.
BOSTON NEW YORK NEWARK TOLEDO

DEALERS LIKE ADS THAT FURNISH
NEW TALKING POINTS

Information That is Authoritative

Women in 1,400,000 homes refer to *The Butterick Trio* (*The Delineator*, *The Designer*, *The Woman's Magazine*) for the latest styles, to learn what fabrics should be worn, how a room should be decorated and all about the proper preparation, service and care of food.

These women find in the various departments in *The Butterick Trio* authoritative information on every subject of interest to the woman in the home.

Convince yourself of this by examining these departmental articles month by month.

Then think of what it means to have your sales-story in company with editorial matter of this practical character. Your product when advertised in *The Butterick Trio* takes on the character of authoritative information. June forms close April 5th.

The Butterick Trio

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Building,
New York.

James A. Townsend,
Western Adv. Mgr.,
1st Nat'l Bank Bldg.,
Chicago.

(Average Monthly Net Guaranteed Circulation 1,400,000)

persuade a Chicago department store to put in a piano department and run it. The proprietor refused, although he was willing to have the department if somebody else would run it.

"Why?" we asked. "You are handling the Victor talking machine department. Why will you not put in our pianos? They are trade-marked."

"Ah," said the manager, "the Victor and its records are standardized; there is one price for all dealers. The public is educated to it. We have nothing to do but pass out the records asked for and show the different styles."

That was one thing that opened our eyes.

There were a number of serious problems to meet in the beginning. We have solved several of them. The first was in trade-marking our entire line. That requires no explanation. It was soon solved.

The second was securing a loyal representation, together with a feeling of co-partnership on the part of the dealer and of pride in the agency. This, too, we have secured. We have done it, as I shall describe, largely by developing merchants from among our salesmen. By helping them to get on their feet and selling them pianos on credit, we have developed good agents, who otherwise would still be in the lower ranks. The help we give them brings out their loyalty. We do not try to own them; we help them. And we find that on the whole they are glad to go just as fast as we feel they can go safely.

A third problem we had to face was that of securing publicity, national and local. To this also we are, of course, committed.

A fourth problem is that of organization. It is our present problem, one of the simplest in theory and one of the hardest of all to carry out.

These are some of the aspects of the situation. Unsettled prices and other difficulties are the natural results of inattention to sound merchandising principles. With quality in the instruments and a good organization to push

them, the supposed difficulties would vanish; it would not be necessary for anybody to sacrifice any profit.

We have a man in a large city down South, for instance, who has sold every player piano distributed in his territory during the past year or more. His enthusiasm and knowledge of the Virtuolo is such that the other dealers do not get a chance. And the last thing he or anybody else in the territory thinks of is price.

The old methods have got to go altogether, just as they have gone in part. We played the game just like the others until a short time ago, and played it hard. But the times are changing and we are changing with them.

IMMENSE POSSIBILITIES AHEAD

It is time. The old methods are wasting precious time. They hardly scratched a field that is *rich in possibilities*. The greatest work in the piano industry is yet to be done. Up to this time pianos have been *bought*; they have never really been *sold*.

Our broad conception of the organization necessary to sell pianos on a truly efficient basis is that it shall consist of exclusive agencies. A dealer with two or three different lines of pianos cannot do justice to any of them. He cannot get enthusiastic over them. The average dealer who carries two or three lines is likely to think that he protects himself by having these, and thinks that he would lose some business to a competitor if he did not have them. That would not be the case if he had a single line of pianos of different grades. His greater knowledge of one line and his identification with one house and loyalty to it would more than make up for the loss of the other lines.

We believe strongly in this principle of mutual benefit, as this incident will show. A friend of ours took over a large retail piano business in the West and we helped him, lending him \$20,000 and getting his local bank to lend him \$30,000 more. That started

The Minority Rules If—

Forty per cent of the people elected President Wilson. Forget your politics. Consider this from the *business* angle.

A *solid* minority can and do rule the "scattered" majority in both government and BUSINESS.

Here in Wisconsin *fifty* per cent of the people are *farmers*.

The other half are merchants, manufacturers, bankers, etc.

Get the idea? The solid farm element flavors the whole state. The merchants, the manufacturers, the bankers and the rest govern their business according to what the *farmer wants*.

The Wisconsin Agriculturist

lists one of each three of these farmers among its subscribers.

They are responsive to advertising. They are "growing" new wants daily. And "growing" the *incomes* to satisfy them.

A campaign in the Wisconsin Agriculturist reaches the people for whose trade the rest of the state is anxious.

Think it over.

The Wisconsin Agriculturist

RACINE, WISCONSIN

ARTHUR SIMONSON
President

FRANK W. LOVEJOY
Advertising Manager

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.,
Chicago.



Cash Rebate—A pro rata rebate will be paid each advertiser if the net paid circulation falls below 60,000 copies weekly.

him off right. He moved into a new building and took several floors for the business. After we had paid him a visit of inspection, I said to him:

"John, I am sorry to tell you that I am going to take the Hallett & Davis agency away from you."

"Why?" he asked, very much surprised.

"Well," I said, "I have gone through the building and looked at your stock, and I can't see any place for the Hallett & Davis pianos. The other lines are high class pianos and it would be no discredit to ours to be associated with them, but I don't see how you can give any one line the attention we require for ours. And it is probably better for you to continue with the lines you have represented for so many years."

"But the loan?"

"Oh, that's all right," I said. "We haven't lost anything. We can take the Hallett & Davis line somewhere else and it will be best for both of us."

And that is what we have done. We cannot always have exclusive agencies, but that is what we want and what we are tending toward.

The next desirable thing in the way of organization is to have young, aggressive, alert, optimistic dealers. We are young ourselves and we want a young, forward-looking organization. We have got things to learn, and our people have got to be young and receptive enough to learn them.

We furnish them with ideas, we want them to furnish us with ideas. We are acting as a clearing house for all the ideas generated in the organization and coming to us from without. This is why we encourage talent in the organization and pick out the

promising men and help them to get started in business. Just as we teach them to watch over our business, we train ourselves to watch over theirs. The two interests cannot really be separated. We teach them how to make money. And because we have done this for them, have picked them out of the ranks and set their feet in prosperous paths, we are on very different terms with them than we would be if we had simply begged our way into their retail establishments.

We are, I think, gradually infusing the spirit we want into our organization, and the problem now is to extend the organization. The main difficulty now is to get competent salesmen to work for the local dealer on the outside. Piano salesmen on the outside are called canvassers now. Their work is not on the high plane that it ought to be. The men have not been trained. We are trying to train our men and impart to them a thorough knowledge of the work and a sense of its importance and dignity.

The ideal solution is a school of salesmanship modeled on the insurance schools. We are at work on the plans for such a school now. We intend to have good, solid instruction for a period of, say, three months. We will travel the school from city to city until we have covered the country and have provided our agencies with the salesmen they need. We will go into a city and advertise for students who wish to become piano salesmen. They will get \$8 or \$10 a week while they are learning, but we will put them right out into the territory and give them practical experience in soliciting. They will have help at first from our salesmen, but afterward will go out alone.



Is Music made by REASON
or by INSTINCT?

Plenty of piano will be made over the next few years. The piano has been the staple of the piano business for many years. It is the only instrument that can be played by anyone. It is the only instrument that can be played by anyone. It is the only instrument that can be played by anyone.

VIRTUOLO
THE NEW DISTINCTIVE PLAYER PIANO

FRANCIS J. HANLEY
Hallett & Davis Piano Co.

EFFECTIVE HANDLING
OF SPACE

ARE you watching? Do you realize the enormous change that is taking place in advertising agency work?

There seems to be a new progressive party forming.

As in other fields of endeavor, the old order is changing.

More progress has been made in advertising development in the last two years than in the previous ten, although the movement was started at least ten years ago.

Following that lead, new men have come into agency work with ideals, practical knowledge, business sense and real ability.

Today the advertiser who is selecting an agency has opportunity for a nice discrimination in choice which was denied him a short time ago.

Best of all, the ad-

vertiser himself has progressed in advertising appreciation, and is better able to exercise that nice discrimination than ever before.

This agency welcomes the kind of competition that it is now getting. If this seems like a strange statement, try to realize the kind it was formerly forced to combat.



Every afternoon they will be examined on their work of the day and their solicitation criticised and strengthened. This plan will develop the good men and weed out the poor ones.

We are organized in the conventional way. Our headquarters are in Boston, and are divided into wholesale and retail departments. The wholesale has sub-offices in New York and Chicago and reaches 250 dealers through fourteen road men covering every state. The retail oversees our twelve retail stores in Boston, New York (2), Newark, N. J.; Atlanta, Chicago, San Francisco, Utica and Syracuse, N. Y.; Springfield and New Bedford, Mass., and Plainfield, N. J.

CLASSES OF RETAIL OUTLETS

These retail stores are of two classes. The first class, like those in Boston and New York, are large units with sub-branches in other adjacent cities. Their policy is to be aggressive in business building, and we assist them materially. The other stores have been established to serve as models and demonstrate the possibility of running a relatively small piano business on efficient and profitable lines, and incidentally to stimulate wholesale business and service in the district.

For example, our second store in New York City, the Harlem store, was given a good location, but was told that it must go ahead and justify its existence without advertising, advertising space being very expensive in New York City. We wanted it to make good on that policy, if it could. It had, of course, the benefit of our experience and advice.

The manager selected his own outside salesmen, employed his own promotion methods and made good almost from the start. Now, after six months, he has made good on that policy and reached a point where it will pay to advertise the store. There are plenty of people uptown who would not buy a piano on Fifth avenue, in our main New York store, but would go to Harlem for a piano with a Fifth avenue connection.

We shall go on adding these demonstration or model stores as occasion serves. We have no limit in mind, but there is no intention of substituting them for the dealer system and building up a chain store system.

We come now to method. The important thing with us at the present moment is establishing the right kind of agencies. Hence we are always glad to graduate good salesmen into the agency ranks when we find them. We will help a good man to locate and give him all the credit his character invites. We back the man; the more capital he has, the better; but it is the man we back. It doesn't make any difference how far from New York a man is if he is a good man and promises to do a profitable business for us. We would give him the same credit in San Francisco or Los Angeles that we would in New York. There is no geography in credit, as many people make the mistake of believing.

We follow the usual procedure in an organization of this sort. We consign the pianos, or a certain number of them. We try to get settlements inside of three months. We urge them, that is to say, to handle their business so as to turn their capital at least four times a year, and try to show them how to do it. They sell most of their pianos on instalment payments. We allow them the first payment and take mortgages for the rest.

HANDLING THE DEALERS

We expect the dealers we help to establish to concentrate on our line for our mutual benefit. With our older dealers we have not seen fit to exact this. We, of course, will not be too critical where the local dealer is doing a good business. We believe a good man can do much more on a single line than he can on a number of lines, because he can give one line exclusive attention. He can make himself part of the organization and profit by the organization's work. We furnish him with selling ideas, with letters for circularization, with solicitation

Wanted the Man who is good enough to represent the Bartlett-Orr Press

Wanted the Man

who knows fine printing when he sees
it; who realizes the money value of it;

who can make others realize the money-
value of good printing;

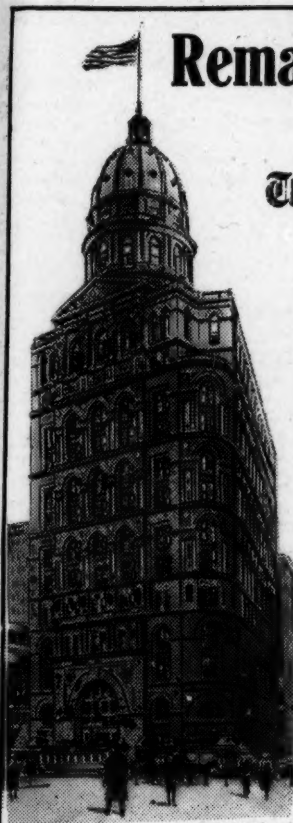
who can appreciate (and make others
appreciate) the difference between the
usual fine printer and the complete
organization of the Bartlett-Orr Press,
in which every process from photo-
graphing to binding is conducted
under one roof where quality reigns
supreme;

who is not handicapped by ideas formed
through previous printing connections,
but is free to appreciate and accept
our standards.

Bartlett-Orr Press

119 West 25th Street New York City

(Apply by letter only)



Remarkable Lead

of

The  **World.**

NEW YORK

at

The "Quarter"

During the first three months of this year (1913) there were printed

390,394

Separate **WORLD**
Advertisements—

195,227

More than the Herald,
the **ONLY** New York
newspaper that prints
even **HALF** as many ads.
as The World—

41,222

More than **ALL THE 5 OTHER** New York Morning
and Sunday newspapers **COMBINED**.

When selecting an advertising medium remember that The World has a circulation in New York City, mornings and Sundays, greater than the Herald, Times, Sun, Tribune and Press **ADDED TOGETHER**.

Readers! Reliability! Results!

The States Where the Money Is

Seven hundred and seventy-eight thousand one hundred and seventy-three of the retail merchants in the United States do business in the twenty-one states wherein are your best merchandising possibilities:

Massachusetts	Connecticut	New York
Pennsylvania	Maryland	West Virginia
Ohio	Illinois	Indiana
Michigan	Wisconsin	Minnesota
Missouri	Oklahoma	Kansas
New Jersey	Nebraska	Iowa
Texas	California	Washington

Seventy-six per cent. of all the retail merchants are in these states—83 per cent. of the circulation of

The Ladies' World

"the million-power result-bringer"

is in these states. And please note—where we can get circulation most economically there you will be able to make sales most profitably. (Yes, we've said this before—and we're likely to say it again.)

Eighty-three per cent. of our circulation is thus where it can do you the most good per dollar spent—83 per cent. of our circulation is thus where it can be of most service to you in influencing your dealers—for 76 per cent. of the retail merchants, 78 per cent. of the dry goods and department stores, 79 per cent. of the grocery stores, 79 per cent. of the hardware stores, 74 per cent. of the drug stores, are in these twenty-one states.

Let us show you all the figures—ask us for Exhibit A.

WALTER W. MANNING, Advertising Director
THE McCLURE PUBLICATIONS, Inc.
McCLURE BUILDING NEW YORK

Record-Breaking Local Publicity

**Retail merchants use 2, 4 and 8-page spreads
to sell nationally advertised products**

Using space in home papers at their own expense, Good Housekeeping Stores all over the country have done some astonishing things in the Re-advertising of nationally advertised goods, in the Good Housekeeping contest for "big space" just closed. Extraordinary multi-page spreads came in from all parts of the Union. Over 200 nationally known products were covered. The facts as shown by the Winners' List below are impressive enough without further comment:

	Newspaper Pages	Agate Lines
FIRST PRIZE \$150		
Powell & Sons Co., jewelers, Cumberland, Md....	12	24,598
SECOND PRIZE \$75		
Bartling & Nuckolls, jewelers, Grinnell, Ia.....	8	21,056
THIRD PRIZE \$50		
Freeborn & Rich, hardware, Randolph, N. Y.....	10	16,590
FOURTH PRIZE \$25		
Lenz Jewelry Store, Osakis, Minn.....	6	12,936
TWENTY PRIZES OF \$10 EACH		
Lincoln's Drug Store, Middletown, Conn.....	6	12,348
Walter Holderread, drugs, Litchfield, Ills.....	6	10,080
R. L. Morris, jeweler, Bowling Green, Ky.....	6	9,912
Getman's Drug Store, Lyons, N. Y.....	4	8,806
Wm. S. Lord, dep't store, Evanston, Ills.....	4	7,840
P. E. Simmons, jeweler, Dallas City, Ills.....	4	7,056
J. B. Watson & Sons, jewelers, Cornish, Maine...	4	6,874
Packard & Pool, drugs, Redfield, S. D.....	4	6,790
Frailey's Drug Store, Lancaster, Pa.....	3	6,720
F. L. Butterfield, house furnishings, Berkeley, Cal.	3	6,860
Miller-Strong Drug Co., Niagara Falls, N. Y.....	3	6,314
J. Spionoble, Jr., general store, Johnstown, N. Y.	2	5,208
Smith Bros. & Co., hardware, Hebron, Ind.....	2	5,264
F. F. Hitchcock, hardware, Woodbury, Conn.....	3	5,292
Wasserman's Market, Phoebus, Va.....	3	4,788
Ream Hardware Co., Greenridge, Mo.....	2	4,550
A. Phillips, grocery, Albia, Iowa.....	2	4,312
G. A. Ducker Co., department store, Joliet, Ills...	2	4,312
Village Grocery, Middletown, Conn.....	2	4,116
Blum Bros., dry goods, Bellaire, Ohio.....	2	3,920
Totals.....	108	206,472
(and many others who won no prizes)		

Another Big Contest on June Issue

Another big contest for merchants, based on the largest number of products advertised, with same prizes as above, will take place, covering products appearing in June Good Housekeeping. In case of tie, prizes will be evenly divided. Contest closes August 1, 1913. Our advertisers will receive much free local publicity by means of this contest. IT WILL PAY TO BE IN JUNE GOOD HOUSEKEEPING.

**Good Housekeeping
Magazine**

Coöperates with the Retail Merchant

NEW YORK

CHICAGO

WASHINGTON

BOSTON

QUICK ACTION IN EMERGENCY CAMPAIGNS

HOW FLEETING CRISES HAVE BEEN MADE TO YIELD ADVANTAGE—AN INSURANCE COMPANY THAT FOUND A SILVER LINING TO A DARK CLOUD—OVERNIGHT CAMPAIGN ON WINNING CAR

By Munson Hunt.

By taking advantage of sudden changes in trade conditions caused by the maneuvers of new competition or by some entirely outside force not previously reckoned with, many advertisers have changed their plans to provide for emergency campaigns, and by quick thought and action have turned profitable tricks. Often-times an advertiser finds himself confronted with a condition of affairs which, if taken advantage of, will give him just the cards he needs to win.

In view of the Omaha tornado and of the floods and fires last week in Ohio, the feat of a Hartford insurance company, performed seven years ago, is of timely interest.

Just after the San Francisco earthquake the rumor spread that this company, being a heavy loser, would not be able to pay the claims made upon it. This led to a discussion as to whether a fire insurance company could be held liable for earthquake damage. But the company chose to disregard the possibility of such a contest by wiring advertisements for insertion by its several thousand agents to the effect that every claim would be paid, whether for loss by fire or earthquake, and that the company stood ready to pay every cent its policies called for.

The action was quickly followed by similar advertising by other companies all over the country, many of whom had few claims in San Francisco, but all of whom saw in the occasion a chance to get a big volume of new insurance. It is said that the new business written by the fire insurance companies following the San Francisco earthquake ex-

ceeded by many millions the amount paid out for losses. Most of this business, of course, was obtained through emergency advertising campaigns.

A quick-witted office boy in an advertising agency once took the reins into his own hands and planned an emergency campaign of his own for an automobile manufacturer whose car had won one of the Vanderbilt cup races. Nobody had expected the car to win—at least nobody in the agency that carried the account—and the manufacturer had neglected to make any provision for such a contingency. When the news reached the agent's office everybody had left for the day except the office boy. This individual, however, decided that the event deserved advertising recognition.

AN OFFICE BOY'S QUICK WORK

He tried to telephone his superiors, but could not reach them. The head of the agency had gone to play golf or something. So the office boy sat down and wired the manufacturer, in the name of the agency, for permission to advertise next day. While he was waiting for a reply, he wrote his first piece of copy. It consisted of a brief announcement of the well-known selling points of the car, and of the fact that it had won the race. Then the boy went through the rate cards for a list of morning newspapers throughout the country.

Meanwhile the telegram had reached the manufacturer, who replied by long-distance telephone. The office boy read over his copy and the list of papers. The manufacturer said, "Go ahead." The rest was easy. The ads appeared next day in every city on the lad's list, sent by wire that night.

In the morning the office boy made his report to the agent, trembling. The agent looked amazed at first, then pleased. His pleasure was increased upon learning from the manufacturer a few hours later by telephone that the copy was "fine," and that the agency's quick work was much appreciated.

Afterward the manufacturer discovered the details of the office boy's emergency work. He commended it by offering him a position in his own advertising department, which he now occupies.

A good many emergency campaigns have been the result of the development of unexpected competition, such as beset the American Tobacco Company when its "Havana Plums" were being introduced. The company employed at that time a "flying squadron," whose duty it was to make a quick entry into a territory when circumstances demanded it. The squad was equipped to meet competition in any city where it appeared, by quick advertising and delivery of the goods.

"Havana Plums" were a new product, known as a rough smoke. It had been a good seller in New York, but had not been sold elsewhere. Its only competitor was a product with a close resemblance made in Chicago. In developing new territory it became at once a question of who got there first.

The advertising department of the American Tobacco Company heard that its "Havana Plums" competitor was to invade Boston. The flying squadron was sent there on the double quick. It did some rapid work and had "Havana Plums" on sale at every strategic point in the city in twenty-four hours. The competitor withdrew, appearing a day later in Baltimore. The American Tobacco Company, however, made a quick shift and invaded Baltimore before the competitor had placed a single advertisement. It followed the same tactics in a dozen other cities, and finally competition on "Havana Plums" was withdrawn altogether. The emergency squad had made good. Later the organization was disbanded, but the emergency work is still carried on by tobacco advertisers in opening up new territories for new brands.

Emergency plans recently adopted by a big manufacturer of silk ribbons resulted in a complete change of policy in his trade ad-

vertising, which had been mapped out after many weeks of hard work. This manufacturer's spring stock had included certain effects from Paris designs, but although distinctive, these had not attracted unusual attention, nor had they been pushed more than other designs.

"CUBIST" SHOW PROVIDES SUGGESTION

One of the salesmen for the concern, however, visited the recent exhibition of "Cubist" and "Futurist" artists' paintings in New York and discovered that the entire Paris fashion display in his employer's stock had been based on the principles expounded by the "Futurists" and "Cubists." The show was turned from a joke to him into something serious. It was evident from the immense crowds at the exhibition that any styles of ribbons following those of the new craze in art ought to be exploited to the very limit.

The salesman hurried back to his office, took the manufacturer by the arm, and they visited the show together. The manufacturer agreed with him, saw the opportunity for some quick work, and within a few hours everything else the selling organization had been doing was abandoned and its entire attention concentrated on getting "Cubist" ribbons into the hands of retailers.

The firm was the first in the field. Its start gave it command of a situation which has meant large sales of a novelty. The lead is being followed by almost every manufacturer, and the only problem now is to get goods enough from the mills to supply the demand.

The Consolidated Gas Company of New York recently took quick advantage of an opportunity to get new patrons in a field that had for many months been deemed unfruitful. Failure to recognize this chance to enter the territory would not necessarily have meant loss of business to the company, but its timely action has put the names of many hundreds of new customers on its books.

A few weeks ago Mayor Gaynor and Health Commissioner Lederle, of New York City, proposed a general clean-up in the congested districts of the city. Persons occupying the tenements in various sections were invited to co-operate in a spring house-cleaning campaign which should not only rid those particular parts of the earth from dust, ashes and refuse of all kinds, but prevent their accumulation in the future.

The letters of the mayor and the health commissioner appearing in the press attracted the attention of Robert E. Livingston, advertising manager of the gas company. In the letters Mr. Livingston saw an unusual opportunity to urge cooking by gas. The tenement districts had never been successfully canvassed for a gas range rental proposition, although most tenements were equipped for gas. Here was a timely argument to which at least this class of consumers would listen. The authorities wanted a clean-up that would last. Cooking by gas would help to eliminate the very things the movement aimed to do away with.

EVENING ADS OUT OF THE MORNING'S NEWS

Mr. Livingston did some quick planning, and in the afternoon papers on the day the letters appeared placed his ads to this effect: "Our city's Mayor, Mr. Gaynor, and our Health Commissioner, Mr. Lederle, are to work together to give our city a good house-cleaning. They insist upon clean cellars and they want better protection of all foods from contamination by dust. If you will use Gas for cooking and lighting, your home will be clean. There will be no dust or ashes and no lamps to be filled. Go to the nearest gas office and rent a cooker for \$1 a year and inquire about mantle burners that will give you a beautiful light at very little expense."

This advertising was meant to look like a reading notice in display type. It had a distinct news feature to bring out, and Mr. Livingston's idea was to go about

it directly, without waste of energy. The ads were published in German, French, Greek, Yiddish, Italian, etc., in every newspaper with an appreciable tenement district circulation. The campaign had to be a quick one to take advantage of the situation, and the ads were followed immediately by the gas company's sales force.

The Consolidated Gas Company's advertising in emergencies has been conspicuous. Some time ago, when Commissioner of Accounts Fosdick made his reports of the condition of New York bake-shops, the company made a quick follow-up campaign to push the sales of gas ovens to bakers. The feature of this advertising was to point out that the use of gas ovens would do away with leaking coal holes, and coal and ashes, referred to in the commissioner's reports as detrimental to the proper preparation of food.

The Consolidated acted quickly again in connection with its "first wireless advertisement," sent to be inserted in the Cunard liner *Mauretania's Daily Bulletin* last September. The advertisement, advising homecoming passengers that their gas might be turned on ready for them on arrival if they would notify the New York office by wireless, reached the *Mauretania's* wireless operator off Ireland, having been sent at 8 a. m. September 22, to be printed September 23. A reproduction of the message was shown as an ad in the New York newspapers on the following days and attracted much attention.

URGES CONSOLIDATION OF TRADE ORGANIZATIONS

At the Colonnade Hotel, in Philadelphia, last Friday night, Alba B. Johnson, president of the Baldwin Locomotive Works, addressed the City Business Club, a newly-formed organization for mutual benefit among business men. Mr. Johnson proposed the merging of the business organizations in Philadelphia in one trade body that would include the Merchants & Manufacturers Association, The Maritime Exchange, The Commercial Exchange, Board of Trade, etc. The plan proposed was to take into a central organization all the different trade bodies, so that, although they will not lose their identity, they would be affiliated.

HOW THE A. A. A. CONDUCTS ITS CIRCULATION AUDITS

FORMER PRESIDENT OF THE ASSOCIATION DESCRIBES ALONG JUST WHAT LINES THE INQUIRY IS MADE—HOW THE DEVICES OF THE DODGERS HAVE BEEN MET—THE NATURE OF REPORTS TO MEMBERS

By Bert M. Moses,

Former President, Association of American Advertisers.

[EDITORIAL NOTE:—This article will be followed later by another entitled "Auditing the Auditors," in which the difference between a real audit and an imitation audit will be explained. PRINTERS' INK's position is just this: A circulation audit is a good thing when the auditor is competent and knows the publishing business thoroughly. If he does not possess such knowledge, then he can be easily deceived and hornswoggled by a dishonest publisher, in which case the "audit" is merely a whitewashing expedition and therefore is worse than nothing since advertisers may be led to credit a publisher with the possession of a greater circulation than in fact exists.

Financial audits and circulation audits are two very different breeds of cats. Some respectable auditing concerns are blithely undertaking circulation audits without any comprehension of the deep waters into which they are getting.]

About a month ago PRINTERS' INK printed an editorial on "Auditing Circulations."

Among the questions propounded were these:

What is an audit?

Who may be an auditor?

What is circulation?

How many audits is a publisher expected to take in a year?

Among the deductions deduced in this same editorial were these:

An auditor ought to know something about auditing.

An incompetent auditor is sometimes deceived.

Professional auditing concerns are somewhat loath to tackle the circulation proposition.

Publishers are anxious to have advertisers get together and standardize the subject of circulation and audits.

What is needed is an auditing clearing house that will be accepted as standard all along the line.

The editor of PRINTERS' INK has asked me to rise and make a few remarks to the congregation upon the subject, so here, brethren, are a few remarks:

What I shall say will be prompted by a long experience as

a member of the Association of American Advertisers.

So far as I know, this is the only organization of advertisers or of anybody else which has ever made any definite and systematic attempt to secure circulation facts.

The A. A. A., amazing as it may seem, has found that not more than one advertiser in a thousand—or something like that—cares a continental whoop about circulation facts.

Most advertisers buy space purely upon the basis of conversation, or upon the equally unsatisfactory basis of publishers' statements or affidavits, or upon the naked opinion of an agent or a manager.

If any other department of a business purchased supplies or materials or labor or service upon the same basis as the average advertising department buys space, I imagine a lot of folks would get fired right in the middle of the week.

Somebody has figured out that about \$600,000,000 a year are spent for advertising in the United States.

Of this great sum, a big proportion goes into the purchase of the thing known as circulation.

Right offhand you would imagine that all advertisers would adopt some sort of check to see if they were getting honest and full measure in return for their money, but your imagination would be missing fire in most of its cylinders.

So far as I know, the men who comprise the Association of American Advertisers are the only ones who realize the importance of facts as distinguished from vocal noises.

NO "MERE BOOKKEEPERS" EMPLOYED

The A. A. A. engages as auditors, first and above all else, men who are more than mere bookkeepers.

It selects men whose records show that they are of good repute, can add, subtract, multiply and divide, can prove this by that, and so on down the regulation auditing procedure.



No Explanations Necessary

AN ADVERTISEMENT under the above title will appear in the April 5th SATURDAY EVENING POST.

It is the first of a series directed to retailers. The purpose is to help in the attainment of a wider appreciation on the part of the merchant of the advantage to him of carrying advertised goods.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE · PHILADELPHIA

YOUR wife's business is running a home. She has got to have the help of a trade paper to keep her abreast of the times if she is going to make any pretense of running her home capably.

SHE does run her home capably, and she does so largely because she gets the help of America's household trade paper.

WOMAN'S HOME COMPANION



Besides this technical knowledge, they have got to have a fair amount of common sense, and they must in considerable degree be possessed of ordinary prudence and diplomacy, so as to overcome the thousand and three objections which many publishers raise when permission to examine their books is sought.

When a new auditor is engaged he is carefully coached by one of our long-experienced men who is well schooled and trained in ways that are dark and tricks that are vain in the publishing business.

There are, brethren, a lot of methods employed in all businesses, including that of publishers, which are intended to hoodwink and hornswoggle the young, the innocent and the unwary.

In thirteen years the A. A. A. has come fairly close to locating and smoking out pretty much all these devices, so that an A. A. A. examiner very nearly approaches what I believe an auditor should be, and our audits themselves are the best examples so far evolved of what an audit should be to have real value.

The general impression is that the purpose of an audit is to arrive at totals—that bulk is the paramount desideratum.

But yesterday or the day before somebody conceived the brilliant idea that bulk alone in circulation is no more proof of desirability than bulk in noise is proof of oratory.

Of course a man must know quantity before he can determine quality.

That is so simple that somebody must have said it back in Ben Franklin's time.

ITEMS AN AUDIT INCLUDES

Most of the important information contained in the A. A. A. reports does not show up in the totals at all.

Generally speaking, in summing up our reports, we make two exhibits—one giving the so-called paid circulation and the other the unpaid. But get this, please:

The paid circulation is made up of several items.

The items show the sales at full price; the sales at less than full price; the sales secured through clubbing, voting and premium schemes; and the sales secured in exchange for some sort of consideration, or under any other method outside of printing a good paper or magazine.

Technically, this is all "paid" circulation, and each member can decide for himself whether it is the kind of paid circulation he wants or not.

Please note that we do not pretend to set a fixed and final definition of the words "paid" and "circulation."

We just run the facts to their lair, and when our members get these facts they are far better satisfied than they would be if they had definitions.

Nobody is competent to say finally what "paid circulation" really is, but everybody knows what a fact is.

Our reports often contain information about circulation that is not to be had from the books of account and which the professional accountant would never find of himself.

Most of our members are battle-scarred veterans in advertising, and, through various outside sources, information comes to them as to where deception is likely to be practised.

Our examiners are in these cases particularly warned to be on their guard, and are posted in advance where to look for circumlocution and circumvention.

To say that we are never deceived would be to say the impossible is possible, but we come closer to separating the true from the false than anyone else in advertising, bar nobody.

RULES GUIDING EXAMINATIONS

So far as the actual bookkeeping part of our work is concerned, here are the cold and formal rules under which examinations are made:

1. Examinations will be made for the twelve months immediately preceding the date of the commencement of said examination. Explanation: In case part of the twelve months has been previously covered, data can be

taken by the examiner from previous examination.

2. Before said examination shall commence, the examiner shall be furnished in writing with an agreement that any and all books, papers, etc., considered by said examiner as necessary to ascertain the facts as regards the circulation of the said publication shall be placed at the command of the examiner, and that he shall have ready access thereto. Also an agreement that the publisher will submit to a re-examination as provided in paragraph 8, if necessary.

3. If at any time during the process of the examination such access to necessary books and papers shall be denied, the examiner will immediately cease work, making notation of the reason for so ceasing on his notes, and the matter shall be referred to the general manager of the association.

4. Upon completion of the examination, and before the report shall be forwarded to members of the association, a copy of same shall be delivered to the publisher, and he shall be given five days in which to either accept or demur to said report. In case the publisher shall demur to the correctness of the report, and cannot satisfy the examiner that his demur is well founded, he (the said publisher) shall be entitled to a re-examination upon the following basis and terms: The publisher shall select an auditor from any reputable firm of public accountants who shall be mutually satisfactory to both the publisher and the association. The public accountant, as representative of the publisher, and the representative chosen by the association shall thereupon proceed to make a re-examination, being accorded by the publisher the same privileges as were originally accorded to the examiner for the association.

5. The findings of this examining board shall be considered and accepted as final by both the publisher and the association.

6. The expenses of the re-examination shall be borne by the publisher if the original findings are correct within 3 per cent; otherwise by the association.

7. The publisher shall be entitled to a copy of both or either of the reports above mentioned, and shall be entitled to publish the findings if he chooses.

8. In case any rival publication shall, at any time within three months after the original examination of any publication, question the correctness of the findings of the examiner, a re-examination will be made by the association, said re-examination being made by a different accountant from the one making the original examination. The party requesting such re-examination shall, however, bear the cost of said re-examination depositing with the association, prior to the commencement of said re-examination, a sum sufficient to cover all expense.

9. Should the publishers in any city so desire and agree, it is their privilege to appoint an auditor or representative of their own to observe the work of the examiner, and thus to further satisfy themselves as to its accuracy and absolute fairness.

The A. A. A. reports are rather exhaustive affairs.

Besides giving totals and subdividing and classifying them, the reports show distribution—that is, they show how many copies go to this place, and that place, and the other place, and then still other places.

They give the character of the publication editorially and mechanically, and they give odds and ends of information that advertisers are glad to know.

Very often I can tell a "special," when he comes to sell me space, a lot more about his publication than he knows himself.

The regrettable thing about our reports is that they are confidential.

What they contain ought to be common property in the advertising world, but up to the present moment we have found no way to get advertisers to pay for something if they can get it for nothing.

Nobody has ever invented a better plan than that of the A. A. A. for getting circulation facts so far as my knowledge goes.

Nobody but the A. A. A. has ever made any serious concerted effort to secure such facts at first hand.

Nobody but accountants who charge publishers for examinations has ever even gone through the formality of auditing books.

It is time something was done to center attention upon this circulation theme, and I am mighty glad PRINTERS' INK has turned its searchlight upon it.

GENERAL CLEARING-HOUSE NEEDED

There is a pressing cry for a clearing-house, and I for one sympathize with the reputable publisher a lot more than I know how to say.

It is an imposition upon him to have some fly-up-the-creek coming along every week or so asking to nose over the books.

It is an almost intolerable annoyance to have all sorts of more or less ridiculous question blanks shoved in front of him to fill out.

The professional chartered accountant closely emulates a delu-

The Hill Definition of Service Is This—

To give 100 cents *and interest* for every dollar invested.

In order to do this it is necessary to publish, print and circulate the *leading* paper in each field.

It is necessary to make these papers friends, partners and right hand helpers to the important men of each industry represented.

To search out and find who these men are and land them on the list at full subscription price.

To reach more of them than any other papers.

To sell a make-it-pay-you service instead of only you-may-pay-us space.

The result of it is that the Hill Papers have larger circulations, among more important men, at less cost per thousand than any others in their field—

And produce better results year in and out than can be got elsewhere.

These "be brave words"—we'll prove 'em.

Address

Hill Publishing Co.
505 Pearl Street New York City

THE five great
quality circulation
engineering weeklies
of the Hill Publish-
ing Co. are:



**The Engineering and
Mining Journal (1866)**

Devoted to Metal Min-
ing and Metallurgy. Cir-
culation 10,000.

**Engineering News
(1874)**

The Standard Paper of
Civil Engineering. Cir-
culation 21,000.

**American Machinist
(1877)**

Devoted to the Work
of Machinery Construc-
tion. Circulation 28,500.

Power (1880)

Devoted to the Genera-
tion and Transmission of
Power. Circulation 34,500.

Coal Age (1911)

Devoted to Coal Mining
and Coke Manufacture.
Circulation 11,000.

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Devoted to Coal Mining
and Coke Manufacture.
Circulation 11,000.

sion and a snare—or "something just as good."

This good man is, of course, skilled in arithmetic, but beyond his ability to juggle statistics his findings are of little value.

Personally, I wouldn't give 12½ cents a dozen for his audits.

He doesn't know anything about the publishing business, and when he makes audits he does so for a stiff price.

Now, isn't it natural for him to so foot up his figures as to favor the man who is paying him for the work?

Is he to be blamed for making examinations which cover periods when the showing will appear to the best advantage?

Anyhow, the idea of somebody hiring somebody else to vouch for his honesty doesn't fit into my idea of a square deal.

The Association of American Advertisers doesn't get paid for making audits.

Its reports are paid for by its members, and these reports are just about ten times—or maybe twenty times—more dependable than reports which are bought by publishers and made by auditors whose knowledge begins and ends with figures.

Charles A. Dana said there are three kinds of lies—plain lies, damn lies, and statistics.

Any report that goes no farther than statistics is—well, what did Dana say?

I ask straight from the heart: Ought not the Association of American Advertisers be the logical clearing-house for a widespread movement in the effort to correct an evil that has prevailed ever since the Chinese Official Gazette was issued 1313 B.C. I trust this date is correct.

Instead of questioning our work, instead of withholding support, instead of finding fault and throwing bricks, have we not honestly earned the good will of every advertiser for the pioneer labor we have done?

Where is the sense of a dozen organizations puttering around and only scratching the surface, when the Association of American Advertisers is digging deep

and unearthing what lies below the daylight?

I believe a great majority of the publishers hold the A. A. A. in high esteem, and would be happy to recognize our examinations as standard.

The trouble is that other organizations are trying to correct every advertising evil simultaneously, and they just dabble a little in this circulation matter, thus adding to the already interminable troubles and worries of the publishers.

PROGRESS THAT HAS BEEN MADE

We have been criticised, and I guess some of the criticism has been deserved, but as a whole we have continuously made head.

To-day the A. A. A., with men like Mapes, Bruch, Merritt, Hawkins and Squier in active charge, stands four-squared to the world, and is doing something that ranks in importance with any other reform in advertising.

Ours is a work of the conscience, and in all work of that sort the exchequer is always next to empty.

Some of our members have given more time to association work than they have to their own business, and it takes men of conviction to do a thing like that.

There ought to be no one against us in the advertising field.

There ought to be no excuse that a reputable advertiser can give for not joining in this quest for circulation facts.

We are not trying to half-way do seventy-seven things, but we are trying, rather, to *do just one thing*, and do it surpassingly well.

I sincerely offer up thanks to PRINTERS' INK for focusing attention upon this very big theme, which seems to me as important as the P. I. statute that is just now so conspicuous in the public eye.

I have tried, in writing this, to enlist the earnest support of the Little Schoolmaster, and I am sure, if I had the ability to fish the right words out of the ink bottle and make it plain that the A. A. A. is a body of sincere men doing a sincere work as well as

they can, its editor would lean a little bit our way.

I have gone up against some rather difficult things during life, but none equals in downright difficulty the task of making advertisers see that it is good business and common sense to get what you buy, and pay only for what you get.

WHY AGENTS ARE LUKEWARM

The agents naturally are not boisterously and tumultuously recommending the A. A. A. to their clients, for our reports place in the clients' hands a lot of inside information that the agents haven't got themselves, and it would never do for a client to be in a position where he could go over his list of mediums and see whether the agent's selections were wise or just guess work.

In all the hue and cry of recent times over this and that and t'other, the one hole into which the best and biggest part of an advertiser's money goes seems to

have become overgrown with a maze of brambles.

I ask the good will and help of every advertiser, and I ask it because work like ours is the kind of work that goes far to eliminate the great waste in expenditure that results when space is bought upon hearsay rather than upon definite knowledge.

If someone will invent a better plan than ours for securing the end in view, I will be among those who subscribe by first mail.

Honesty and truthfulness in advertising are fine things.

Psychological, scientific and technical knowledge is surely of consequence.

Opinions and theories are all well in their places.

Concerted moves to elevate the profession in every direction are indeed worthy.

But while I am on my feet, brethren, I want to say for the four hundred and fourth time that Facts—and particularly Circulation Facts—are something you can never get too much of.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

BEWARE OF THE "ADVERTISING TRUST"!

The following letter bears the receiving stamp of the Executive Department, State of Minnesota, March 12, 1913:

210 OXFORD STREET,
ROCHESTER, N. Y., Mar. 10, 1913.
HIS EXCELLENCY THE GOVERNOR,
St. Paul, Minn.

Dear Sir:—

Enclosed is a brief upon an advertising bill similar to the measure that has just passed the Minnesota Legislature. The bills are the work of a syndicate or trust seeking their own ends. All of these measures should be killed.

Yours very truly,

HENRY C. MAINE,
Publicist.

According to the enclosure referred to—a newspaper report of a speech made by Mr. Maine before the New York Codes Committee of the Assembly—this publicist is working for the New York and Kentucky Company, the American Fruit Products Company and the Warner's Safe Cure Company. The brief he refers to is directed against the Eisner bill, which would amend the present New York law by an extension of its provisions to cover posters and signs displayed in shop windows and in other places where the goods advertised are actually on sale. It has no relationship with the PRINTERS' INK statute, and is not at all "similar to the measure which has just passed the Minnesota Legislature."

A sample of Mr. Maine's argumentation follows, introducing among other things the "advertising trust":

The ability to place these bills before many, if not all the legislatures of the several states, indicates capitalized effort. Considerable ingenuity is shown in varying the forms of bills by certain transpositions of words but expressing the same meaning. The agencies behind these bills do a certain amount of literary work and expect the states to do the rest.

The Eisner bill attempts to circumvent the constitutional sanction of the freedom of the press and the law of libel defined in the constitution. Under the constitution, one is entitled to write or print freely, subject to damages for libel or other damages. Under the measure before the committee, the printing is a crime to be punished by the state, should anyone make complaint. And it is apparent that the organization for complaint is quite as effective as the

organization demanding this drastic bill in New York and the other states of the Union.

All of these bills prepare the way for a gigantic system of blackmail. The trust can say and is evidently prepared to say, obey us or suffer the ruin of your business. A trust that can command newspapers, magazines and special writers, appropriately termed "muck-rakers," is far more dangerous than all other aggregations of energy and capital now so freely denounced.

Perhaps it would be wise for the publicist of the Warner's Safe Cure Company to get the facts, both as to what is already law in his own state and what is proposed elsewhere.

SAYS MIDDLEMAN IS DOOMED

The guest of honor of the St. Louis Ad Men's League March 26, was Henry Knott, vice-president Nichols-Finn Advertising Company, Chicago. He talked on the effect of advertising on the middleman. He said that advertising was bringing the manufacturer and wholesaler face to face with the consumer. The parcel post is greatly increasing this direct buying, he said, and this system of buying is even extending from the rural districts into the cities. He pictured the future of the middleman in darkest hues.

PENDLETON LEAVES 'FRISCO SYSTEM

Charles M. Pendleton, advertising agent of the St. Louis & San Francisco Railroad system, has resigned, effective April 1, to become railway representative of the Buxton & Skinner Printing Company, St. Louis. Mr. Pendleton has been in the railroad business in St. Louis for twenty-two years. He succeeded Glenn W. Hutchinson, now vice-president of the Gardner Advertising Company, as advertising agent of the 'Frisco.

W. O. SEELYE BECOMES NEW YORK MANAGER

W. O. Seelye has been put in charge of the new New York office, in the United States Rubber Building, of the Dunlap-Ward Advertising Company, of Detroit. Mr. Seelye was formerly advertising manager of Morgan & Wright, Chicago, and since the organization of the United States Tire Company, two years ago, has been assistant to George C. Hubbs, advertising manager of that company.

MISLEADING ADVERTISING AND BASEBALL

Ed. Walsh, of the Chicago White Sox, was advertised to pitch recently at Venice, Cal. When the last inning came and Walsh had not yet gone into the box, the chief of police stopped the game and threatened arrest unless Walsh was sent in. Walsh pitched.



*We are now in our new
offices occupying the
11th floor of the new
Candler Building,
220 West 42nd Street*

The O. J. Gude Co. N.Y.

HOUSE-ORGANS THAT CARRY ADVERTISING

LOSS OF TRADE MAY OFTEN RESULT FROM REFUSAL TO "COME ACROSS"—QUESTION COMING TO AN ISSUE WITH AD CLUB BULLETINS—HOUSE-ORGAN MAY DEFEAT ITS ONLY PURPOSE BY SEEKING ADS

By C. R. Lippmann.

The hairline that divides success and failure is not the only fine dividing line in the universe. Every field seems to have a "twilight zone." The house-organ is no exception to this rule.

If we accept the logical conclusion and definition, that the house-organ is the voice, the organ, of the house publishing it, the question arises, "Is a house-organ publishing also the announcements of other firms still a house-organ in essence, or is it rather a publication, a hybrid sheet whose standing is rather uncomfortable—as the position of the 'straddler' is bound to be?"

Investigation into this phase reveals many sore spots, also many "soreheads." But the latter prefer not to be openly quoted.

The reason is obvious. For these ads are generally solicited from firms patronized by the house publishing the house-organ, and a refusal to "come across" might lead to a loss of business.

Naturally, it is cheaper to take a page or a half-page at, say, \$10 or \$25, than to have the firm switch its purchases entirely or partially to a competitor who is intelligent enough to see the advantages of "advertising" in that house-organ of his customer.

Among advertising men this question was brought to an acute stage of agitation in connection with the "house publications" issued by advertising agencies. Publishers taking space in these "magazines" or "guides" were promised favors for which the agents' client had to "pay the freight."

Naturally, the publisher hesitated about protesting. But advertisers themselves took it up, with the result that this class of

house-organs is gradually disappearing.

Strange to say, there seems to be a revival in a somewhat different form—but which in principle is the same. Advertising clubs are getting out bulletins or club papers at more or less frequent intervals.

ADS IN AD CLUB BULLETINS

To defray the expenses, advertising is accepted, "but only from those who can naturally derive benefit thereby." There is no doubt about the sincerity of intention on the part of the club.

The abuse to which this policy leads is generally due to an error of heart rather than an error of head. Publishers, paper makers, engravers, etc., feel like "helping the club along" through buying space in the advertising section of the club paper. Club members whose judicial mind is apt to suffer from the strabismus of club enthusiasm may unconsciously lean toward the advertiser in the club paper, when really their interests might be better served by some other firm. Thus, with the best of intentions on all sides, cases are developed where advertising suffers from the hands of its friends; for, in principle, this sort of advertising belongs in the same class as the church-fair programme advertising, with which the retailer has to contend.

When club papers were still few in number this matter received little thought. But their multiplication is likely to bring the question to an issue. Publishers are protesting against these solicitations—privately, if not openly. The leading advertising managers also decry the tendency. But, of course, no one likes to be quoted by name.

IN THE GROCERY TRADE

A similar condition exists in the grocery trade, where house-organs published by jobbers carry considerable advertising of the manufacturers whose brands are carried. The proceeds from this publicity "carry" the house-organ in turn. As in the other cases mentioned, there is a good deal

of "fussing and fuming" against the practice—in private offices. But the advertisers feel too much under obligation to resist this solicitation. Some jobbing houses go so far in this matter that their house-organ is a mere wholesale price-list—interspersed with display advertisements of "our friends in the trade."

As one wholesale firm says, "All of the advertising space, amounting to thirty-two pages, is sold at a low rate to our manufacturing friends. The revenue derived from this space pays about 80 per cent of the cost of production. The other 20 per cent is willingly borne by ourselves."

Does the jobber push these goods for their merit or in gratitude for the advertising in the house-organ, or as a trade deal? This is a natural question that occurs to the retail house-organ reader.

Another firm, doing a retail and a jobbing business, says: "Our house-organ is maintained in a separate account, and against this we credit the income from advertisements carried."

Another line of business in which this practice is irksomely in vogue is the hardware field. The hardware jobber probably deals with more manufacturers than any other business man. So he has a wide field to pick from. With very, very rare exceptions, his house-organ never carries an ad of goods that he does not handle. In some cases these display ads feature the name of the jobber at the bottom; in fewer cases do the names of the manufacturers appear.

Transportation house-organs are also often "carried" financially in this manner by hotels, connecting lines, makers of trunks, insurance companies, etc. As in the other cases mentioned, the expression of opinion of these advertisers—not intended for publication—is very unfavorable. For one reason, because the business is solicited under more or less sugar-coated pressure; for another, there is not always an assurance of definite circulation nor definite dates of publication, as in

the cases of regular advertising mediums.

IS IT WORTH WHILE?

In the technical supply field may be found some instances of this practice. There is one house-organ, resembling in size and shape the *Saturday Evening Post* and making quite a strenuous appeal for business from firms whose lines this house does *not* carry. It is really hard to distinguish this house-organ from a technical paper, and the question arises whether the reduction in cost of producing the house-organ is not more than offset by the introduction of extraneous announcements, when the reader's attention should be riveted on the talk of that particular house and on nothing else.

The same query arises while looking over the pages of a high-class retail house-organ. Its sponsors say: "We have accepted advertising from a few of the best firms, limiting the ads to one firm in a line and not selling more than one-half page, guaranteeing position next to reading matter."

Here evidently is an earnest effort on the part of the house-organ publisher to give his advertisers the best of returns for their money. But doesn't his own interest suffer, when the reader is tempted to wander away from the text into the advertisement "next to reading matter"?

In the course of his investigations the writer also came across some house-organs publishing general advertising. Caution in this direction is particularly advisable when such publications go to the employees of the firm. In these days of labor unrest, even the best of intentions are easily liable to misconstruction and send abroad rumors that travel much faster than favorable information.

A typical case in point is the house-organ of a company employing thousands of men. On the back cover is advertised an article that most of these men can use. The ad shows the same design as the front cover of the publication, thus giving an "at-

(Continued on page 37)

182541

PRINTERS' INK



The display that really
displays your goods

IF you want your goods displayed, make it easy for your dealer to display them. The Snelling Patent Collapsible Window Display is the only effective and attractive display to take the place of actual goods. It does more—it gives a good selling argument.

It insures the manufacturer of packaged goods the use of his dealer's windows. The dealer is glad to get it and display it.

It enables the manufacturer of packaged goods to intelligently direct his advertising efforts, and best utilize the valuable windows of his customers.



Front view
as seen by
passersby



Side view
Showing
Construction

IT comes to you collapsed—flat; the thickness of the cardboard—it goes to the dealer flat. The dealer has a perfect replica of your goods on display. Each row of packages stands out in a line by itself.

Gives a true-to-life effect—such as the dealer might get by pyramiding your goods in his window.

It can be set up anywhere—in the window; in the store. It stands firm.

Results considered, it is the best display of your package that you can buy.

AMERICAN LITHOGRAPHIC COMPANY

52 East Nineteenth Street, New York City

Boston	Philadelphia	Chicago
Detroit	St. Louis	Buffalo
		Cleveland

Side view
Showing
Construction

Send for booklet

"The Display that Really Displays your Goods"



Collapsed for
packing in
cases



THESE illustrations show some of the Snelling Patent Collapsible Window Displays that have been used intelligently for a variety of products. The value of the Snelling Display is not lost after it has appeared in the window—while empty cartons go scurrying to the cellar after use. The Snelling Display fits counter, floor or ledge.

The Snelling Patent Collapsible Display is patented and controlled exclusively in the United States by the American Lithographic Company.

AMERICAN LITHOGRAPHIC COMPANY

52 East Nineteenth Street, New York City

Boston Philadelphia Chicago

Detroit St. Louis Buffalo Cleveland



mospheric endorsement." And lest this should not be plain enough to the reader, the editorial page of this house-organ commends the goods to the attention and consideration of the readers.

The intention of the house-organ editor may have been the best. The goods in question are meritorious. But the danger lies in the possibility of fomenting dissatisfaction and undesirable gossip among the employees, with a consequent loss of loyalty and efficiency. Thus, the policy to accept advertising militates directly against the very purpose for which this house-organ was created.

In any organization one "sore-head" can do more damage than a dozen enthusiastic workers can make up for. Does it pay in revenue and in prestige lost, to risk the creation of "soreheads"—even if the house-organ promises to publish only worthy advertisements?

SUNDAY SECTIONS OFFICIALLY CLASSIFIED AS MAGAZINES

Uncle Sam has officially decided that the illustrated sections which are being furnished in connection with many Sunday newspapers are not newspapers, but magazines. The decision was rendered by the Interstate Commerce Commission March 24 in the case of the Denver News-Times Publishing Company against the Atchison, Topeka & Santa Fe Railway Company.

The rate on magazines at first-class freight rates from New York to Denver is \$2.34 per 100 pounds, while the second-class or newspaper rate is \$1.91 between those points. The Denver News-Times contended that the railroad owed it \$4,342.97 for excess charges on shipments during the past two years.

The record showed that the illustrated sections in question were printed only to be folded in with the news section of various newspapers and that they were never sold or distributed directly in single copies. The ruling of the Interstate Commerce Commission was based, among other things, upon the facts that these magazine sections are stitched and their pages folded like those of a book; that the printing is all done in New York City three weeks in advance of the date for which each issue is to be used, and that the sections contain no matter that could properly be classified as news, but that their space is devoted to essays, fiction, short stories, cartoons, anecdotes and advertising.

The Commission held that it was clear, from the character of the publications, that they should be classed with other magazines notwithstanding the fact that they are never sold separately.

DO RETAILERS APPRECIATE ADVERTISING?

INQUIRY SHOWS THAT THEY ARE ADVERTISING LARGELY BY FAITH—ROOM FOR BETTER CO-OPERATIVE EFFORT BY MANUFACTURERS—SOME VIEWS GATHERED IN ASSEMBLING MATERIAL FOR A LECTURE ON SUCCESSFUL RETAILING

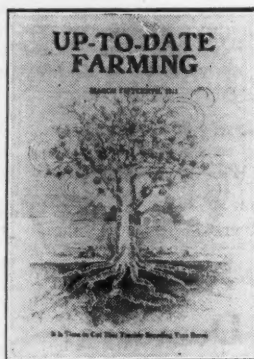
By S. Roland Hall.

[EDITORIAL NOTE:—Manufacturers who solicit the advertising co-operation of retailers will do well to appreciate just how highly retailers as a class think of advertising. Some general advertisers seem to take it for granted that dealers are as thoroughly "sold" on advertising as they are themselves. It is well to cherish no illusions in this matter. A better understanding will make for more sympathy, which means better results.]

When the Educational Committee of the Associated Advertising Clubs—a body to which I belong—decided last summer to prepare a series of lantern-slide lectures, "Retail Advertising Successes" was put down as one of the subjects that should be treated. The committee thought that this lecture should cover the intimate details of the experiences of various successful retail advertisers—give the amount spent for advertising, the amount of sales, the percentage of advertising cost, comparative value of different kinds of mediums, etc. Some of us smiled at the time this outline was made up, surmising that there were few retailers who could give such data and that the few who could do so were not likely to be willing to throw the books of their experience open.

When it fell to my lot, at the eleventh hour, to gather the material for this retail lecture and to put it into shape, I tried to shake off the feeling that the definite data could not be easily obtained, and I sent out to nearly a hundred successful retailers a list of very direct and leading questions.

The expected happened. Most of those I addressed are active members of the various advertising clubs and, for the general good of the advertising business, seem willing to give out anything



Do Farmers Wear Linen Collars and Shirts Like City Men?

Why, of course. The answer is obvious.

But one would think it is otherwise to look over the farm papers. Why don't you collar and shirt manufacturers advertise to reach Mr. Farmer? About 7 per cent of magazines go to farmers. You must advertise in farm papers to reach farmers.

Who will be the manufacturer to be first in this field?


Apply this Illustration to Your Own Business

No agricultural advertising list is complete if it does not include

UP-TO-DATE FARMING
1st and 15th of Each Month
INDIANAPOLIS

New York Chicago

Hughes Special Agcy. T. W. Farrell, Mgr.
180 Nassau St. 1206 Boyce Bldg.

 You ought to get acquainted with this paper.

that they know. But, excluding the department stores, very few retailers seem to know much about what actual results their advertising is bringing. The department stores, as a whole, seem to be better organized in this respect and tabulate their expenditures and returns carefully, going so far as to charge off to the various departments a pro rata part of the advertising space taken up by borders, signature, etc. But the average retailer among the specialty stores seems to be playing the advertising game largely by faith. There are some notable exceptions, of course, like Thomas Martindale of Philadelphia, whose campaigns and tests of mediums and copy compare favorably with the recorded experiences of any general or mail-order advertiser.

It is true, too, that it is much more difficult for the retailer to check up results than it is for the advertiser who receives an inquiry from the reader or some other written expression that serves as a key. In the case of the retailer the effect from the advertising is so blended with the effects of window displays, salesmen's efforts, local acquaintance, etc., that it is hard to set apart the actual amount of business that the advertising should have credited to it.

HARD TO ESTIMATE RESULTS

In spite of all the progress that has been made, the great mass of retail advertising is mediocre and does not show the high-salaried skill that characterizes the advertising that appears in the magazines. The retailer, if he keeps a good store, gets considerable business whether he advertises or not. He knows that, too. One of the retailers to whom my list of questions went replied: "I am a believer in advertising, but I wonder if I will be thought a traitor to the cause of good advertising if I record my honest opinion that, after all, advertising in the case of a retail store is one of the lesser factors—that a good store, the right goods and good service are the most important things."

Though much has been done in the way of manufacturers' co-operation with retailers, I am convinced that this field of effort has been hardly more than opened. Take the matter of cuts, for example. The retailers are using a mass of syndicate cuts, most of which are of rather inferior quality and very few of which illustrate just the articles that the retailer is advertising. If I were a manufacturer of refrigerators I would certainly see to it that every retailer who carried my goods had first-class cuts of my refrigerators.

There are undoubtedly many retailers who throw manufacturers' aids in the waste-basket, but I have seen too many instances of effective use by the retailer of the national advertisers' campaign and his aids to believe that much really high-grade stuff is thrown away. I was in the retail store of a friend some time ago and he really wanted to use in that day's advertisement a cut that a national advertiser had furnished, but the trouble was that the national advertiser had "hogged" the thing, so to speak. He had arranged the cut, so that the big feature had to be his goods. In fact, it was pretty hard to get anything else in the advertisement. Said this retailer: "I wonder if I couldn't cut that ad in two with a cold chisel." He tried it, but gave it up as a bad job, and he didn't use the cut at all.

The field for aid work from the manufacturer's end is going to be better and better, and the wise national advertiser will look to having someone with him who will give the details of this important work careful and constant consideration.

WINS PRIZE FOR SELLING MOST BOOKS

The prize of \$25.00 offered by the A. A. C. of A. to the club subscribing to the most copies of Cherington's "Advertising as a Business Force," has just been awarded to the University of Missouri Ad Club. The contest closed January 16. The University of Missouri club took nearly four dozen copies.



"Powerful, efficient and quick in action

just like a magnetic crane!" Thus an advertiser described the

Nashville Democrat

This happy simile deserves elaboration. The old style crane required clumsy chains or buckets, an extra man, also considerable time and labor to fasten the load before hoisting.

The magnetic crane—the latest machinery wonder—just swings a huge magnetic coil over the castings to be picked up. The current is then turned on. This turns the coil into a powerful magnet which simply walks away with the load clinging to it.

In the same way the NASHVILLE DEMOCRAT can give your goods a good and a quick "lift" in this rich Central Tennessee section.

Your name on the dotted line turns on the current of demand, which turns the "currency" of the local trade into your Sales Department.

The NASHVILLE DEMOCRAT has proven its influence on the current of public opinion in civic as well as commercial matters.

Ask any citizen. Ask any local advertiser. Ask any foreign advertiser.

With its circulation of 27,820 (average for February, 1913), the NASHVILLE DEMOCRAT can help your goods to gain a lead here. Will you let us prove it?

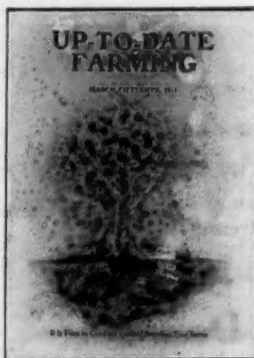
THE NASHVILLE DEMOCRAT

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.



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THE NASHVILLE DEMOCRAT

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

THE PHOTOGRAPHIC LAYOUT

THE CHANCE A NEW ARTICLE HAS

GENERAL ELECTRIC COMPANY,
SCHENECTADY, N. Y., Feb. 7, 1913.
Editor of PRINTERS' INK:

With all due respect to Mr. S. Lacy Crolius, whose photographic advertising layouts are spoken of on page 96, issue January 30, we feel constrained to say for the honor of our advertising department that we have been using these photographic layouts since last May.



We find them very useful since they are more efficient and also a great time-saver.

We enclose one of the first of these which we used.

F. S. ACKLEY,
Advertising Department.

MEMBERS OF OLD AGENCY FORM
NEW ONE

Rowland Read, S. Louis Mellidy and Samuel Dublirer have formed a new agency, Rowland Read & Co., to do business in New York. All have been connected with Carpenter & Corcoran, advertising agents, New York, Mr. Read being vice-president, Mr. Mellidy office manager and Mr. Dublirer secretary and treasurer.

Charles A. Corcoran resigned from Carpenter & Corcoran some time ago to become connected with the White Tar Company, of Brooklyn.

The man who comes along to-day with a new article and representing a new company in the drug trade will not find such a tumultuous welcome awaiting him as was given our great citizen, Theodore Roosevelt, when he came back from Africa.

He will meet the same answer that was given ten years ago which I so well remember:

The druggist will say: "Go ahead and create your demand and I will supply it."

You may talk until the tongue is tired about the merits of your product — about the big advertising you are going to do, and about the extensive campaign you have laid out, but the answer will be the same. The druggist will say:

"Do you see those rows of bottles up there in those shelves? Well, I used to buy things when promoters came around and told me what they were going to do, and those dead goods up there show that promises are mighty poor things to depend on in the drug business. Nowadays I wait till my customers ask for new things before I buy them. I can telephone my jobber when the calls begin to come in, and have the goods here in a hurry."

Don't forget that the druggist is not anxious to have new things introduced. God knows

he has enough kinds of different kinds of things to keep in stock as it is! A new article in several sizes means that he has got to add to the already interminable array of things carried in stock.

I believe the druggists in America would rise up and call that man blessed who could bring about a condition where there would be but one face powder, one cold cream, one tonic, one pill, one liniment, one soap and one perfume.

Remember always that the introduction of a new article seldom means new business. Often it means merely the shifting of a sale from one brand to another.—Bert M. Moses.

New offices of the Atlanta Ad Men's Club are as follows: President, E. H. Goodhart, succeeding A. S. Adams; vice-president, J. H. Lewis; secretary, Kendall Weisiger; treasurer, W. S. Lounsbury.

After Two Years—

Just two years ago, the City of Ottawa, Canada, placed a 4-page advertisement in

MUNSEY'S MAGAZINE

- ① This advertisement has pulled to date nearly 3,000 replies—and is still pulling. Last year, largely through these inquiries, Ottawa secured 13 new industries, representing a combined capital of \$1,900,000 and a first year's payroll of \$297,000.

- ② One of the inquiries from MUNSEY'S MAGAZINE came from three young men who wanted to start a cut-glass factory on a capital of \$125. Ottawa raised the capital to \$50,000 and the factory's first year's payroll was \$40,000. At the end of the year an offer of \$100,000 for the business was refused.

- ③ We hearken back two years—during a period when the virility of magazine circulation was seriously under question—to prove that the right advertisement placed in the right medium may be counted upon to produce results. The importance of the above figures to the municipality conducting an advertising campaign is too obvious to warrant further comment.

The Frank A. Munsey Company
175 Fifth Avenue New York

\$1,251,594.00

In Merchandise Sold by the

Atlanta Constitution

IN 16 WEEKS

A joint advertising and selling campaign, known as the "M & M" Contest, resulted in the following astonishing quantities of labels, cartons, etc., of Trade Marked merchandise being brought to the office of The Constitution, all representing sales to consumers:

64,048 Cottolene Cans
1,900,000 "Uncle Sam" Bread Labels
47,777 Pyle's Pearline Cartons
1,000,000 Red Rock Caps (5c Bottled Drink)
100,517 Webster Cigar Bands
100,000 Cleaneasy Soap Wrappers
\$23,000 of Gold Medal Flour (Sales)
\$9,442 of Post Toasties (Sales)

This is about one-third of the trade marked articles represented. Others pulled big but not so remarkably.

The total sale of trade marked goods amounted to **\$494,039**. Merchants' Sale Slips and Invoices to consumers amounted to **\$757,554**.

**Ninety Per Cent of These
Goods Were Sold to Women**

This proves The Constitution will sell goods of all
kinds to all classes.

Write J. R. Holliday, advertising manager, Atlanta, Ga., for further particulars of one of the most conclusive, proved-up advertising campaigns ever conducted in the South.

PAVING THE WAY FOR THE SALESMAN

A FEW STUNTS THAT HAVE BROUGHT HOME THE BACON IN SALES PROMOTION WORK—FOLLOWING UP THE INQUIRY—WORKING WITH THE SALESMEN—MAPPING OUT A TRIP—EN ROUTE LETTERS

By J. C. Asplet.

At a recent convention of salesmen in Cleveland, the writer was talking to one of the liveliest wires in that organization—a hustler from Dallas, Texas—who said that if the firm was to put the money they spend in advertising into salesmen's salaries they would be doing a good deal more good than spending it in advertising that didn't produce anything but a bunch of worthless inquiries, which took more time than they were worth to work.

Without stopping to analyze the remark, which was more the product of a natural prejudice that some salesmen have toward all kinds of publicity than careful thoughts, the fact remains that there are a great many advertisers to-day who are spending money in creating inquiries, and turning them over to a high-salaried salesman to follow up and sell, regardless of whether they are merely curiosity seekers or live, well-rated prospects.

This is probably truer in firms selling specialties through a branch selling organization than in any other line, and it is with advertisers who use that method of distribution that the remarks and suggestions that follow have to do.

One of the simplest and most effective methods used for separating the worthless inquiries from the good that the writer has anything to do with is that of the American Multigraph Sales Company, of Cleveland. The inquiries which are obtained from magazine, and direct-mail sources are first divided into three or more classifications by the assistant advertising manager. All inquiries from C-2 concerns or better are forwarded immediately to the district manager of the terri-

tory in which they originate, a specially multigraphed letter and catalogue being sent directly from the home office to the prospect at the same time. As soon as the division manager receives the inquiry he sends a salesman to determine the needs of the prospect and to see if they have an application for the machine, as they will not under any consideration sell an equipment unless they are assured the purchaser can use it profitably. These are known as "A" inquiries, and as they come in are entered in a card file, and persistently hammered through the mail until the salesman advises they are either no good or sold. After ten days a follow-up is sent to the division manager requesting a report on the prospect, to prevent the inquiry being overlooked.

Concerns rated under C-2 (Dun) are classified either "B" or "C," according to the nature of their application for the machine, their location in relation to the division office, the wording of the letter, and the source of the inquiry (business magazines as a rule pull better prospects). Of these two classifications the "B" inquiries are worked by personal letter until they show enough life to warrant making "A" prospects of and forwarding to the division office. The "C" inquiries are regarded chiefly as curiosity seekers or concerns that have no application at present for the machine and are followed up automatically for a few months and then dropped.

BOMBARDED BY MAIL WHILE SALESMAN WORKS

The strong feature in this system is that it bombards the worth-while prospect direct from the office through the mail while the salesman is working on him, making it easier for him and reducing the cost of the sale—a plan which wins the salesman's good will and co-operation. When he gets an inquiry he knows that it is a live one, and the division manager does not have a big mileage bill to turn in every month, as he would have if he were left

to his own resources and required to call on every inquiry sent him from the home office.

Another very good plan for working up prospects is used by the Chicago Pneumatic Tool Company in handling their dealer inquiries for Little Giant Auto Trucks. The conditions here are different from selling a product to the consumer, as they necessitate special trips by the sales manager over territory where they have the most inquiries, and as he cannot be everywhere at once the problem is to keep the inquiries alive until he can get to them. To do this they send out attractively illustrated four-page letters, with a personal message on the first and fourth pages and a two-colored description on the inside spread. The replies that come in from this source are kept on special card records, and a signal clip, attached so that the card can be called up on a definite date. These are little steel clips which can be bought very reasonably from any stationer, and are marked with the day of the month, a different color clip being used for different months. With the cards so marked, all the file clerk has to do is to go to his card index, take out the cards to be followed up, and then get the correspondence out of the files.

MAKING MOST OF SMALL SALES FORCE

Concerns that have only a few salesmen doing business all over the country above all require well-organized promotion departments. It would be folly for such a concern to send a man out on an extended trip without a carefully planned and well mapped out route. A printers' service company of Chicago has one of the best and most complete sales promotion departments that the writer has ever inspected. These people are selling an advertising service to the printers and when a sale is made the territory automatically closes itself. This means that when one of their men passes over a route he has to close every city he goes into, because it would not pay him to come back a second time for a few towns he couldn't

close. At the same time they are working on a very low margin of profit and cannot afford to have a man spend more than one day in a city.

To overcome this problem they pave the way for their salesmen by very effective sales promotion work. When a salesman is to be sent into any territory—say lower Michigan—a clever letter is mailed to every well-rated printer in that state, in cities along given car routes. Newspaper advertisements are even run in some cities where there are a sufficient number of plants. This initial letter is followed in ten days with a snappy personal request for the printer to make an appointment with the salesman. The letter is signed by the salesman, and a Government postal enclosed marked for his special attention.

When these replies are received they are acknowledged with a brief letter advising when the salesman will be in town, and a card is made out for each inquiry, and it is followed up every day with some unique and clever piece of advertising. After all the inquiries are in, a tack is put in each city from which an inquiry is received and from that map the trip for the salesman is laid out, and when his itinerary is handed to him the home office knows just where it can reach him every day of his trip. The day before he reaches a town a letter is sent to all the prospects in the next town on a special letterhead, showing the salesman (an actual photo) sitting on the observation platform of a transcontinental flyer, advising them that he will be in to see them at such an hour. These letters are typewritten at the office—being filled in forms—and forwarded in the salesman's omnibus envelope every night, to be mailed from the town he is working. This plan has proven to be tremendously effective, and it is very seldom that a town has to be passed up and left unclosed.

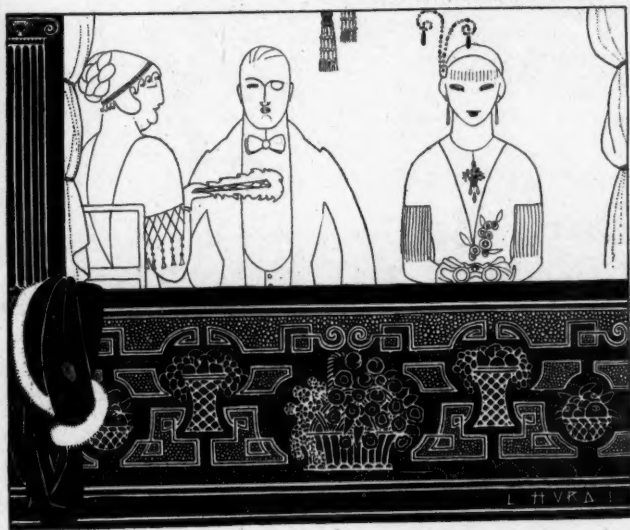
This same concern has a method for working prospects up by mail that is worth mention here be-

(Continued on page 48)

MAY MANTON FASHIONS

are published in

To day's
Magazine for the Home



On the press—ready about April 10th—a pamphlet
—without a title—dealing with what women wear
and what they don't wear—and important to every
advertiser who has anything to sell to women.

HOUSE & LITTLE CO.
Peoples Gas Building
CHICAGO

WILL C. IZOR
1 Madison Avenue
NEW YORK

CHARLES DORR
6 Beacon Street
BOSTON



Don't Be Crushed by Competition

Keep moving—when competition gets there, you'll be somewhere else—farther ahead.

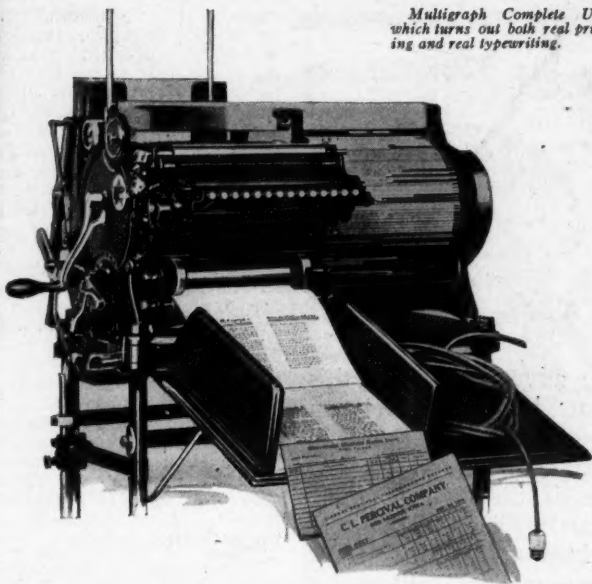
But that means getting ideas into action, and doing it quick.

You've got to use letters, you've got to use printed matter to reach the man you want to sell.

And the quickest, surest and most economical means of producing that literature is

THE MULTIGRAPH
*Produces real printing and form-typewriting, rapidly,
economically, privately, in your own establishment*

*Multigraph Complete Unit
which turns out both real print-
ing and real typewriting.*



You can tell your story, sell your goods and cash the check while competition is waiting for the printer to deliver.

The Multigraph is more than a mere machine. It is an advertising and selling department in itself.

It never delays, disputes or misunderstands instructions.

It will run off 40,000 letters in a day.

It will print booklets, folders, bulletins and house organs in short order.

Real printing, too, at 25% to 75% of printers' costs

Ask us to give you the facts of others' experiences.

Before we accept an order we must know that you really have profitable use for Multigraph System. Somewhere near you is a trained expert. A word will send him to aid you in a thorough investigation. For your sake as well as our own we stand by this principle, "You can't buy a Multigraph unless you need it."

THE AMERICAN MULTIGRAPH SALES CO

EXECUTIVE OFFICES **Cleveland**
1820 East Fortieth Street

Branches in Sixty Cities—Look in your Telephone Directory

European Representatives: The International Multigraph Company 59 Holborn Viaduct, London, Eng.; Berlin, W-8 Krausenstr. 70 Ecke Friedrichstr.; Paris, 24 Boulevard des Capucines.



To advertising men this ragged line is merely an "attention-getter." But to 80,000 men and boys it means the sign of their craft. These 80,000 are hobbyists on the subject of electricity. They are mainly amateur delvers into its mysteries—experimenters. Wireless electricity is their present chief interest. They read with intense zeal every word printed about it. 80,000 electrical engineers, electrical dealers, electrical hobbyists read every word of their own magazine, **MODERN ELECTRICS**, each month.

It will pay you to investigate its merits as an advertising medium. Write for sample copy and rate cards to 268 Fulton St., New York City.

cause it has "produced." The correspondence is filed vertically in folders, and called up according to a signal on the folder, to follow up. The files are divided into four sections: "Active Call-ups," "Suspended," "Stowed" and "Customers." The active call-ups represent the live inquiries, and a special colored tack is put in the map for every one in the file. The suspended inquiries or prospects are those that were "live" at one time but have lost their interest. They are followed up by special groups with special form letters every ten days, and a special colored tack is put in the map for them. The "stowed" prospects are suspended prospects that have "died," and are worked every month with a house-organ, and are represented on the map with a black tack. By this plan the sales manager can tell at a glance just where he has the most fertile field of prospects, and where to send his men.

HOW TO REDUCE SALES COSTS

There is no question whatever that if concerns would only put in a well-equipped promotion department working in harmony with their advertising and sales department they would reduce the cost of their sales materially, and save their salesman many wild goose chases. The salesman's greatest value is in closing sales, and the more of his time he can devote to that the more he is going to sell, and when a two-cent stamp will do the preliminary work just as well as a two-dollar expense account it is common sense to give the business to Uncle Sam.

JAMES S. SEYMOUR WITH
CROWELL PUB. CO.

It is reported that James S. Seymour, publisher of the *Chicago Record-Herald*, has resigned to accept an executive position with the Crowell Publishing Company, publishers of the *Woman's Home Companion*, *American Magazine* and *Farm and Fireside*. He will remain as a director of the *Record-Herald*. A. D. Mayo, the present business manager, will succeed Mr. Seymour as publisher, and A. P. Johnson will become general manager.

"PRINTERS' INK" BILL SIGNED IN WASHINGTON

ADDED CLAUSE EXEMPTING NEWSPAPERS DOES NOT AFFECT THE MEANING NOR THE INTENT OF THE LAW—SEATTLE PRESS CLUB AND LEADING NEWSPAPERS SUPPORT THE BILL

By R. B. Hoover,

Chairman Legislative Committee, Spokane Ad Club.

[EDITORIAL NOTE:—The following law was signed by Governor Lister, of Washington, on March 6:

AN ACT RELATIVE TO UNTRUE, DECEPTIVE AND MISLEADING ADVERTISEMENTS.

Be it enacted by the Legislature of the State of Washington:

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public in this state, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor, and shall be punished by a fine of not less than \$25.00 nor more than \$250, or be imprisoned in the County Jail for a period of not less than ten days nor more than ninety days, or by both such fine and imprisonment.

Amendment.—Provided that the provisions of this act shall not apply to the owner, employee or agent of any newspaper, or other medium, for the publication of such advertisement published in good faith and without knowledge of the falsity thereof.]

The Spokane Ad Club, encouraged by the splendid support given its Censorship Committee during 1912 by about two hundred of the largest business firms in the city, who as associate members of the club refused to take advertising space in any medium not indorsed by this committee, endeavored during the fall to pass

Old Hampshire Bond

The Old Hampshire Bond Book of Specimens contains at least one suggestion for stationery that you will want to adopt.

Write for this on your present letterhead.

HAMPSHIRE PAPER CO.

South Hadley Falls, Mass.

The only paper makers in the world making bond papers exclusively.



a city ordinance which would make impossible fake bankrupt, going-out-of-business and fire or water damaged sales of goods, etc.

Spokane, being a commission-governed city, this matter was referred to its legal department, which declined to look upon it with favor, saying it was the function of the state legislature to take the initiative. Accordingly, the same committee of the Ad Club was retained, and the PRINTERS' INK model statute was at once adopted as the most effective legislation available with which to correct the evil.

The co-operation of the Seattle Ad Club was enlisted, and the PRINTERS' INK Statute taken before all the leading commercial organizations of both cities, where formal indorsements were secured. Petitions were also circulated among the prominent business firms of these cities, these being used later to purpose.

About this time the legislative committee of the Seattle Ad Club was successful in having passed a strong ordinance in that city against fraudulent advertising. At a jollification meeting, Governor-elect Lister was their guest of honor, and declared himself heartily in favor of such a bill and promised to support it.

Both clubs next began work on their local delegations, who were soon leaving for the state legislature, and succeeded in getting the pledges of both the King County and Spokane County members of both houses. Special weekly meetings were next devoted to the interests of this legislation, and both delegations entertained as guests of honor, all promising to work for this bill.

PASSED BOTH HOUSES FEBRUARY 26

As soon as the members of both houses had assembled at Olympia, circular letters and mailing cards were mailed to them regularly, and on January 31 when the bill was introduced by Senator Rosenhaupt of Spokane, as Senatorial Bill No. 35, it passed without an opposing vote. We thought Senator Rosenhaupt was the logical one with whom to en-

trust the measure, as he had had many years of experience as a legislator at Olympia, was an enthusiastic member of the Spokane Ad Club and chairman of the Judiciary Committee of the Senate.

An effort was made to pigeon-hole the measure when it came into the hands of the Judiciary Committee of the House, but through the splendid help of the Seattle Ad Club, and notably members of the Seattle Press Club, it was reported upon favorably and passed the House February 26, practically without opposition. This marked the last step, for the Governor had already pledged to sign the bill, which he did on March 6.

The friendly spirit of rivalry between the Seattle and Spokane Ad Clubs accounted, no doubt, more than any other one condition for the success of the undertaking, each trying to outdo the other in the amount of personal work and the number of letters that were written to the members of both houses.

Another element that entered strongly into the swing towards success was the splendid influence of the large papers of both Seattle and Spokane, particularly the *Spokesman-Review*, of Spokane, and the *Post-Intelligencer*, of Seattle. Everybody helped, because everybody saw the wisdom of such legislation.

Plans are now under way for the enforcement of the law, and with this in mind a vigilance committee will be named made up of those who were most active in bringing about the success of the original bill, and it is expected that a couple of well-advertised prosecutions will be sufficient to acquaint the public with the existence of such a law, and likewise enough to warn advertisers against untruthful statements.

The Seattle and Spokane Ad clubs worked hard to secure this legislation, and the Tacoma Ad Club and others helped, but all must unite and will unite in forcing it into effect for the protection of the public and of legitimate merchandising, and for the good name of advertising itself.

**LOOK FOR THE "EAGLE A" WATER-MARK
IT'S A GOOD HABIT**

Short Talks on Paper Values

(No. 1)

**Addressed to Advertising Managers
by an Advertising Manager**

You—and—I—and every other Advertising Manager—are guardians of the Advertising Dollar.

Our sole reason for being, is to so direct its expenditure that it will buy the utmost in advertising returns.

No one of us but that can profit by the experience of others.

This is especially true insofar as Paper-Values are concerned.

It is an unquestioned fact that the Quality, Weight and Color of Paper used for Business Letters have a decided influence on Attention-Value and Pulling-Power.

Are YOU certain that the paper you are using is not only the most effective, but the most economical,—considering the nature of your product and the "class" to whom you are appealing?

It is very possible you will find data of personal interest and value in our portfolio: "How to Buy Business Correspondence Paper."

This portfolio gives the results of years of scientific analysis by Advertising Managers and other Shrewd Paper-Buyers—their business-paper recommendations for specific lines of merchandising. It also contains samples of



adapted to practically every Business Use and Purpose.

Write for this Portfolio: "How to Buy Business Correspondence Paper"—but please write on your Letter-Head.

AMERICAN WRITING PAPER COMPANY

31 Main Street: Holyoke, Massachusetts

Twenty Nine Mills

"The People have Utmost So Writes a Subscriber to his



Conveying
COMFORT
across the
Straits
of
Mackinaw
on the ice.

46,000 rural mail carriers from northern Michigan, where the mail is carried by dog team in winter, to the sunny South and from Maine to California, officiate in the distribution of COMFORT'S million and a quarter monthly circulation.

Mr. Thompson's letter tells why COMFORT has a larger small-town and rural circulation, and a firmer grip on the country people than any other publication.

The same facts account for COMFORT'S high rank as an advertising medium.

Largest and Best Rural

Confidence in COMFORT" his Congressman and Tells the Reason

"Toomsaba, Miss., Dec. 12, 1912.

"Hon. S. A. Witherspoon, M. C.,

"Washington, D. C.

"Dear Sir:

"I think the enclosed editorial by W. H. Gannett, publisher of COMFORT, on 'The New Parcel Post' will interest you, as it is in line with what you contended for in your speech in the House last summer.

"This paper, 'COMFORT,' had a great deal to do with moulding public sentiment in favor of the parcel post. I have been a reader of COMFORT for over 20 years. * * * It has a larger circulation among the country people of this country than any other paper published, in my judgement, and on account of the great amount of practical reading matter in it, and the honesty of its publisher and editor, the people have learned to admire it and have the utmost confidence in COMFORT.

"I would guess its average circulation at the Toomsaba post office for the past ten years exceeded 50, and I know of it being pretty much the same at several other small post offices. * * *

"Yours with best wishes,

"R. E. Thompson."

COMFORT'S popularity in all the other states is no less than in Mississippi.

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE.

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

alCirculation in the World

OLDFIELD WILL RENEW FIGHT ON PRICE-MAIN- TENANCE

IN INTERVIEW WITH REPRESENTATIVE OF "PRINTERS' INK" HE SAYS HE WILL REINTRODUCE BILL AT SPECIAL SESSION—CHANGES IN PATENT COMMITTEE MEMBERSHIP WHICH FAVOR MANUFACTURERS

Special Washington Correspondence.

Representative Oldfield will reintroduce at the special session of Congress the bill which aims to render illegal price-maintenance based on patent rights and which has aroused unanimous opposition on the part of manufacturers.

There have heretofore been rumors and supposition to this effect, but the first definite assurance of the intentions of the member from Arkansas is conveyed in an exclusive interview given to PRINTERS' INK.

Said Representative Oldfield: "I expect to reintroduce my bill early in the special session, and it is my present intention to make few if any changes in the measure. I realize that there is little chance that I will be able to get action on this bill at the special session, but I will reintroduce it in the hope that circumstances may arise which will gain it consideration."

Asked whether he had undergone any change of heart regarding the subject of price-maintenance, and particularly as to how his opinions had been influenced by recent cases in the courts, Mr. Oldfield replied: "I must admit that I have suffered from no dearth of communications on this subject, but I have found no occasion to change the opinions I held when I drew the revised bill which was introduced in the last Congress and reported favorably by the patent committee, but which of course died with the final adjournment of that Congress on March 4:

"As for the cases in court involving this subject, I would say that the decision just announced by the U. S. Supreme Court in the case of the Fair vs. the Kohler Company is, as I construe it, a

pronouncement in favor of the manufacturer's right to fix the resale price under his patent. The Fair took in that case just the position that I have always held,—that price-cutting is a matter of the violation of contract and not one of infringement of patent. I contend that there can be only one form of patent infringement, namely, the counterfeiting of the patented article or process, and I don't believe that any jury of twelve men can ever be gotten together who will agree that to sell for \$1.25 an article placarded with a price of \$1.50 is an infringement of patent.

"None of the decisions thus far handed down by the Supreme Court would seem to cover this whole broad question definitely and absolutely, but in so far as the Court held this recent case to be one under the patent laws, and not a question of structural relations, there would seem to be implied support of the theory of the right of the manufacturer to dictate resale prices. I hope that the position of the Court will be made more clear by the decision in the Sanatogen case which is now before it. If the Court denies the right of a manufacturer to fix the resale price under his patent there will, of course, be no need for the legislation I am advocating. I hope though that we may have the issue clearly drawn."

ONE DEVELOPMENT FAVORING PRICE- MAINTENANCE

An unexpected news development, favorable in a way to the manufacturers who oppose legislation against price-maintenance, is found in the present proposal on the part of the Democratic leaders not to appoint at the special session any House committees except those actually required to give consideration to the business in hand.

It is the theory of the leaders that if the full complement of committees is organized many members will absent themselves from the floor of the House in order to engage in committee work that is not necessary for the

time being. Furthermore if the committees are organized they can be counted on to bring in some bills, thereby complicating the situation.

If the caucus to be held early in the special session decides against the appointment of any but the needed committees the committee on patents will be one of those cut out and, with no committee to report a bill, it goes without saying that manufacturers will be in little danger from legislation of this sort at the extra session.

The same turn of affairs, if it comes, will confer a further boom on price-maintenance interests. One of the objects of the prospective reintroduction of the Oldfield bill at the special session has been to secure for it a good place on the calendar so as to insure its consideration in the House early in the regular session of Congress, which will convene next December, if it failed to get attention at the special session. But, of course, a measure cannot get a place on the calendar until it has been reported favorably by the proper committee, and if there be no patent committee to thus report it all action would be effectually blocked until an indefinite date next winter at the earliest.

Yet another development which gives a new aspect to this question of Congressional consideration of price-maintenance is that the patent committee when it is reorganized will have a very different complexion from the former committee which in a majority report gave its endorsement to the Oldfield bill. Representative Oldfield will undoubtedly continue as chairman of the committee, but no less than eight of the fourteen members of the committee—a clear majority—will be new appointees.

Four of the old members of the committee were defeated for reelection, whereas at least four others and possibly more will retire from the patent body as a result of that new policy, prescribed by a resolution passed by the House which provides that no representative shall serve on

more than one of the important committees. This rule will undoubtedly remove from the committee two or three of the men who were staunchest in their support of Chairman Oldfield in his effort to knock out price-maintenance and who were most active in cross-examining the manufacturers who appeared before the committee at the public hearings. But it will also remove, probably, Mr. Bulkley, the member from Cleveland who stood out against the Oldfield bill.

A new line up in the committee will open up all kinds of possibilities, and not the least important prospect is that it may make it necessary for manufacturers to thresh out the whole subject again at public hearings. When Chairman Oldfield was questioned on this point he said: "I expect that when the time does come for the committee to take up the reintroduced bill most of the members will want public hearings. I do not anticipate that the newcomers on the committee will be willing to form opinions from reading the printed testimony given at the former hearings. For one thing, it would be difficult to get them to go over that record carefully, for there are, you know, more than one thousand pages of it."

INVENTOR OF FAMOUS SLOGANS DIES

Charles McCoy Snyder, originator of "See that Hump?" and well known to two generations of advertising men, died suddenly in New York on March 25.

Mr. Snyder, who was 53 years old, had been employed in the copy department of the Street Railway Advertising Company. Previous to joining that concern, Mr. Snyder was in business for himself in Philadelphia.

Just before the opening of the World's Fair in Chicago in 1893, the hopes of advertisers were dashed to the ground by the ultimatum that no advertising was to appear in any of the public buildings inside the Fair Grounds. At that time Mr. Sny-

der was the advertising manager for Richardson & De Long Bros., manufacturers of the De Long Hook and Eye. He was instructed to go to Chicago to see if he could not succeed where others had failed. When the Fair Grounds opened every women's public washroom was furnished with handsome wall-length, beveled mirrors, across the front of which were emblazoned in unerasable letters, "See that Hump!" Each comb and brush alongside these mirrors bore the same admonition.

Another incident which will illustrate Mr. Snyder's ability to recognize opportunity occurred during the early days of Atlantic City, when it was first coming into public vision as a great show place. Following a storm, a large whale had been cast up upon the beach. In order to turn to advantage the interest of the curious, Mr. Snyder bought the whale and obtained the necessary rights to the use of the ground which was fenced in. Before the end of the first day, the crowds were clamoring for admission to "the new show" which upon close inspection showed the whale's torso, like a huge billboard, bearing the slogan in white "See that Hump!" Later on when Francis Wilson, the comedian, was having a long run in all the largest cities, his "catch" phrase, "See that Hump!" was only another example of this advertising manager's ingenuity in furthering the interest of his client.

Mr. Snyder wrote jingles with a real sales "punch." His Campbell Soup street car advertising, which he had charge of up to about five years ago, was a good example of his ability. After these jingles had been read by mothers and children from coast to coast, and had been running for several years, the Campbell Soup advertisers decided to change to some other style of copy. This they did, but later returned to Mr. Snyder's jingles.

Mr. Snyder was at one time in charge of the Jersey Central Railroad's advertising. He is credited with originating the

slogan, "Your Watch Is Your Time Table."

He was the author of several books including "The Flaw in the Sapphire," "A Comic History of Greece," "A Comic History of Spain," and "Runaway Robinson."

Recent Decisions of Interest to Advertisers

Rebate May Be Properly Called a Commission.—The general meaning of the word "commission," says the court in *Oliver Refining Co. vs. Aspegren* (137 N. Y. Sup. 1057), is that of a sum of money paid to an agent for bringing about a sale to a third party, "but it is competent for a seller to offer the purchaser a rebate and call it a commission." The court adds, however, that the intention of the persons interested must be clear.

Compound Word in Court.—A decision in *Clouston vs. Maingault* (Ark. 150 S. W. 858) makes it clear that courts are not required to rearrange languages or sentences in ambiguous contracts but will construe the existing language as best they can. "Good water-bearing sand" in the contract that formed the basis of this action is construed to be a case where the adjective qualifies the following three words and not the word "water," alone—that, therefore, the language referred to *quantity* and not *quality* of the water.

Failure to Enforce Fixed Price Does Not Diminish Right.—In the case of the *Winchester Repeating Arms Co. vs. Buengar* (199 F. 786, U. S. D. C.) it was set forth by the defense that the plaintiff does not uniformly enforce its rights or alleged rights to control, by virtue of patents, the prices at which the goods are sold. That the plaintiff does not always enforce the conditions is not available as a defense by one who has violated them, says the court.

Letter May Bind Unless Recipient Indicates Objection.—The seller of goods wrote that they would be billed November 1, payable in four months. As the buyer made no objection, he is held to have understood March 1 as the time of payment. (*Gourd vs. Healy*, 90 N. E. 1099.)

Radames Too Much Like Rameses.—The word Radames is held to be so much like Rameses as to be an infringement on the latter word used as a trade-mark. (*Stephano vs. Satmatopoulos*, 199 F. 451, U. S. D. C.)

EASTER HATS BY PARCEL POST

Chicago post-office authorities said that fully 4,000 Easter hats were sent by wholesalers by parcel post. In St. Paul the Government was also asked to transport many hats, retailers ordering popular styles at the last minute for quick delivery.

Home Needlework SOLD

WHEN A MAGAZINE is sold it is likewise *bought*. And in the case of HOME NEEDLEWORK MAGAZINE the buying is of more interest to advertisers than the selling.

The new owners of HOME NEEDLEWORK MAGAZINE are The Priscilla Publishing Co. of Boston, Mass., publishers of the widely known *Fancy Work* and *Housekeeping* magazine—*The Modern Priscilla*.

HOME NEEDLEWORK has always been and will continue to be exactly what its name implies—a magazine for those deft-fingered women (*of whom there are thousands in every section of the country*) who in preference to anything else devote a part of their time to fashioning dainty garments and dress accessories for themselves and their children, to embroidering linens for table and general household use, and to a variety of decorative work designed to make home more attractive.

These women are intelligent, skilled in feminine handicrafts of many sorts and interested in practical affairs. They look to HOME NEEDLEWORK for inspiration and instruction, and it will be generally admitted that the new publishers are peculiarly well fitted to provide the kind of editorial material called for.

Through the advertising columns of HOME NEEDLEWORK MAGAZINE you can tap a lot of well-filled pocket-books, provided your goods are such as appeal to women of discriminating tastes. In the matter of rates and circulation, you will be asked only to pay a fair price for what you receive.

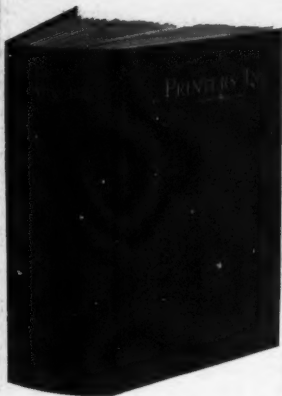
Write us for detailed information about HOME NEEDLEWORK. *It is certainly worth considering.*

The Priscilla Publishing Company

Publishers of

THE MODERN PRISCILLA . . HOME NEEDLEWORK

85-89 Broad St., Boston, Mass.



Printers' Ink Is Valuable

for reference when
a file is complete.
Handy, service-
able binders can be
had from us at the
manufacturing and
mailing cost.

65c. each

Parcel Post Charges Paid

**Printers' Ink Publishing
Company**
12 W. 31st St., New York

CIRCULAR SOLICITATIONS FROM PUBLISHERS

THE GENESEE PURE FOOD CO.
LEROY, N. Y., Mar. 27, 1913.

Editor of PRINTERS' INK:

In another wrapper I am sending you specimens of the advertising matter which publishers send to national advertisers. The three Chicago specimens included in the lot came in the same mail.

It would seem that, whether advertising is an exact science or not, publishers believe it is, else why should they—who of all people should know what good advertising is—adopt each other's methods?

I am going to ask the Association of National Advertising Managers to work for the passage of a law prohibiting publishers from sending advertising matter to members of the association unless there goes with it a waste basket big enough to hold it.

Where does a publisher get the idea that his announcements in twenty-four-sheet poster style are going to be received with anything but imprecations by the harassed advertising manager?

W. E. HUMELBAUGH,
Adv. Mgr.

NEW YORK'S RELIGIOUS NAME BILL

Objection on the part of members of the Society of Friends to the use of the word "Quaker" as a trade-mark for goods, particularly in the case of Quaker Whiskey, is said to have led to the introduction of the Goldberg bill in the New York legislature. The bill provides that no goods shall be sold or offered for sale in the state of New York under any trade-mark or title which contains the name of a religious body or any religious emblem. It has been referred to the judiciary committee of the assembly.

A. J. Wells, vice-president of *Woman's World*, protested to Representative Goldberg on behalf of the publications whose New York circulations would be rendered useless for advertisers using the word "Quaker" as a trade-mark. Mr. Goldberg is reported to have said that he thought the bill unconstitutional, and that if the judiciary committee should report it favorably he doubted whether he would bring it to a vote in the assembly.

DEATH OF E. P. REMINGTON

Edward Pym Remington, proprietor of the E. P. Remington Advertising Agency, of Pittsburgh, died suddenly in the Bellevue-Stratford, Philadelphia, March 16.

Mr. Remington, who was in business more than thirty years, built up an extensive agency business in Pittsburgh.

William C. Neilly, for six years advertising manager of the United Drug Company, Boston, manufacturing Rexall Remedies, has resigned to become treasurer of the Syndicate Publishing Company, New York.

LEAGUE'S EXHIBIT OF AMERICAN FASHIONS

NEW YORK ADVERTISING CLUB FEATURES THE NEW FASHION MOVEMENT IN A STRIKING WAY—EDITOR BOK, UNABLE TO BE PRESENT, SENDS A LETTER—ADDRESSES ON QUALITY MANUFACTURING

An original feature of the dinner of the New York Advertising Men's League, Wednesday evening, March 26, was a display of American fashions. The unusual manner in which the new movement of "American fashions for American women" was brought out made a decided hit. There were many women present, the women's advertising club of New York being represented, as well as the wives of the members of the league.

The dinner was held at the Aldine Club, and a stage was improvised in a corner of the dining-room, fitted with movable curtains. After the dinner was over and before the speaking began, a series of living models, in gowns of American design and made mostly of trade-marked materials, were shown under the spotlight.

It was a matter of disappointment generally when it was announced that Edward Bok, editor of the *Ladies' Home Journal*, who originated and is carrying on the campaign of American fashions for American women, was unavoidably detained in Philadelphia. Mr. Bok, however, was represented by his assistant, Mr. Harriman, who brought a letter from Mr. Bok, addressed to J. George Fredrick, chairman of the programme committee of the league. The letter, which explained Mr. Bok's views of the issues at stake in this campaign, excited marked interest. In view of the attention which is being given to the campaign by advertising men, the letter is given in full, as follows:

I am extremely sorry that a last-moment matter has come up which makes it absolutely impossible for me to come to your dinner and fulfil my promise to you to speak. Were it not that the matter is imperative, I would not think for a moment of breaking the engagement I made with you. Will you say for me to the diners how

intensely interested I am that we should have in America a higher standard in our goods and merchandising than exists at present? Of course, I have in mind the well-known saying that "All generalizations are false, including this one," and I give the highest credit to those manufacturers who have to-day an unquestioned standing in American merchandise. But it seems to me nothing short of outrageous that our honest merchants should have their conscientious work made more difficult by this larger percentage of dishonest merchandising that is going on—or, if not exactly dishonest, at least a lack of that idealism in business which has made, in so many respects, European merchandising the superior of the two. What I mean is this:

A few weeks ago a New York agent was given an order by an European firm for ten thousand pairs of shoes upon the condition that there should be nothing in those shoes to indicate American manufacture. That order, instead of being declined, as it should have been, was accepted by one of the largest shoe houses in this country. On the other hand, that same week an order by an American firm for five million postal cards was placed with a German firm upon the condition that the line "Made in Germany" should be omitted. That order was refused. There, to my mind, is the pivot of the object of your meeting.

Here is another instance: The other day we had use for some chintz and cretonne materials, and I asked that a collection of purely American materials should be selected for me. When they came I was amazed to find an entire absence of the beautiful designs in these materials that I knew existed. I was told by my editors that it was because I had confined them to the domestic article. Thereupon I was forced to get a line of the English materials, and was astonished to find the vast superiority of the English article. As a matter of fact, the comparison was really pathetic as against the American article.

AMERICANS HAVE NOTHING TO FEAR

Now, I believe with all my heart that the American manufacturer is equally able to produce the same article that is being produced all the time in Europe. We lead the world to-day in quantity, and there are no further honors for us to achieve on that score. But what we really need to-day is quality, and there we have our reputation still to make. It seems un-American for me to make this comparison to the detriment of the American manufacturer, but I am inclined to believe that his secondary position to-day is very often more or less unconscious. He has become so long accustomed to the production of quantity that he has overlooked the more lasting value of quality.

There is no doubt in my mind at all that American designs in women's fashions are coming, and coming fast. But when we achieve that part of the campaign—and that, after all, is only a very small part of it—what are we going to do with the designs? At present, truth compels me to say that in order to get the beautiful effect necessary for the designer and the artist in

making a model gown, we are obliged to turn to the foreign material. Now that glaring inconsistency of an American design made up in a foreign material is facing us. We who are trying to introduce the American design in the world of women's clothes want the co-operation of the manufacturer—in fact, we must have it—and we can only arouse an equal interest in his part of the campaign by his giving us, first, quality; second, letting the people know quality by a trade-mark, so as to standardize the goods of merit, and then telling the public that they exist. If you say to me that these goods already exist and that I don't know of them, does not my very lack of knowledge prove that one link in this chain is missing? Of course, I have a knowledge of the Cheney silks, of the Arlington Mill woolsens, of the Quaker laces, of the American Woolen Company's goods and others that I might mention. But these are, after all, but drops in the bucket, and the time has come, I believe, when we are facing the need of a greater and wider campaign.

No American editor doing his best to raise an American standard ought to be placed in the disadvantage in which I find myself to-day. If I am striving to set an American standard in design, I have a right to ask that I shall be backed up in American materials that will be second to none that can be produced in the world. May I hope that something along this line may be the result of your dinner? And I wish with all my heart that I could be there to say these things in person.

The dinner, as a function, was distinctly unique. From the "Disappointment Cocktail" to the "Flor de Murat" cigars, everything on the bill of fare was a trade-marked product. The products which were "sampled" in this interesting fashion were Knox Gelatine, Hunt's Cherries, Ward's Tip-Top Bread, Campbell's Soup, Steero Bouillon Cubes, Sunshine Biscuits, Nasco Onion Salt, Burnham & Morrill's Fish Flakes, Waw-Waw Sauce, Beech Nut Ham, Welch's Grape Juice, Worcester Salt, Shefford's Cheese, G. Washington Coffee, Apollinaris Water, Omar Cigarettes and Flor de Murat Cigars. The National Biscuit Company furnished the ice-cream molds, the New York Central provided the dies for cake, and the John B. Stetson Company provided for the sherbet containers, that were small duplicates of its hat boxes.

As souvenirs to the ladies present, L. E. Waterman & Co. gave fountain pens, Colgate & Co. combination boxes of toilet preparations, Eaton, Crane & Pike

boxes of stationery, the Oneida Community after-dinner coffee spoons, and Park & Tilford candy.

The speakers of the evening were Lionel Kremer, a specialist in textile merchandising, who discussed "Unmoral Distribution"; Hiram Mallinson, president of M. C. Migel Company, silk manufacturers, whose subject was "Inspiring Higher Quality Standards by Advertising," and Herbert N. Casson, of the H. K. McCann Company, whose theme was "Why New York City Manufacturers Need the Protection of Advertising."

The idea behind the dinner was "American quality standards," and the conviction was expressed that the time had arrived when Americans should center upon quality. It was urged that they had already placed themselves well in front in regard to quantity.

HOW WOMEN ARE DERELICT

Mr. Kremer talked very plainly to the women, in treating the subject of "Unmoral Distribution." He stated flatly that when women buy on a bargain basis they are making themselves factors, among other influences, to drive down wages, and thus to lower the standards of living. This, he said, was a very serious matter, in view of the fact that the standard of living of so many workers is fully low enough. He dwelt upon the manner in which advertising has convincingly demonstrated its utility in the scheme of things by establishing standards of quality which enable the consumer to judge of the worth of the miscellaneous products offered for purchase. The advertising of Knox, Stetson and Mallory has taught us that the standard price for a good hat is from four to five dollars. These standards we are able to keep in our minds when products at lower prices are offered us.

Women, went on Mr. Kremer, are culpable in that they do not know enough about things they buy—especially about textile products. In this way they line themselves up against ideal morality. When a woman purchases, it



HEARST'S SUNDAY AMERICAN

PUBLISHED IN ATLANTA, GA.



*Establishes Supremacy in South With
First Issue Published Sunday, April 6th.*

110,000



CIRCULATION GUARANTEED

A Guaranteed Circulation which exceeds by many thousands that of any other newspaper published in the South. A circulation equal to the combined circulations of the Atlanta Constitution and Atlanta Journal. :: :: :: :: ::




HEARST'S SUNDAY AMERICAN

Paper Made To Your Order

Tell us your needs and we will produce a paper that satisfies them as no ready-made paper can do.

The best color, thickness, finish and grade are seldom found **together** in a ready-made paper. We will unite these separate factors to form the perfect paper for your use—and make that paper individually to order for you.

The money you save in a variety of ways will warrant your inquiring further into this.

If you will drop us a line, we will go into particulars regarding your peculiar needs—without obligating you in any sense whatever.

**TICONDEROGA
PULP AND PAPER CO.**

200 FIFTH AVENUE
NEW YORK

should not be a matter of infantile fancy, of "I like this" or "I do not like that." She should *know* and not be the victim of her capricious fancies. Her attitude in these matters is demoralizing. Women should seriously consider the importance which identified merchandise—that is, standard merchandise—is to her. In accepting a substitute, women are doing an unmoral thing. They are treating unfairly the standard products which enable them to judge of value by comparison.

Mr. Casson sketched vividly the situation in which New York manufacturers are now placed. With the tariff wall crumbling, they are caught between the expert artisans of England and the unbounded vigor and executive power of the West. These are the two "enemies" which New Yorkers will have to fight if they maintain their prestige and their output. Too many of them are living in a fool's paradise, in a haven of security that is only the product of their own fancy. They are deluding themselves that because they are big they have nothing to fear. Yet the East has lost the carriage trade to the West. Pre-eminence in the shoe manufacturing business has been taken over by St. Louis. Only the other day, said Mr. Casson, he had seen in Bridgeport, Conn., machines which were supplied almost entirely by Cincinnati, whereas it was once the case that Providence, R. I., supplied these machines.

"New York," said Mr. Casson picturesquely, "is rich in spoils for manufacturers elsewhere who are pushing vigorously ahead by the effective use of advertising. New York has attained quality, but its manufacturers have not the reputation which they think they have. The boundaries of their demand are already subject to inroads, and these will constantly narrow unless the manufacturers of the metropolis sense the changing conditions and meet the issue squarely by the kind of advertising that will give reputation and will thus provide protection."

WHERE INQUIRIES ARE NECESSARY FOR FULL EFFECT

MANUFACTURER OF NEW KIND OF ARTICLE MUST HAVE DIRECT RESPONSES FROM ADVERTISING IN ORDER TO CARRY ON THE EDUCATIONAL WORK—INQUIRIES ALSO VALUABLE AIDS IN FIGHTING SUBSTITUTES

By C. H. Clark,

Adv. Mgr., Goulds Mfg. Co. (Pumps, etc.), Seneca Falls, N. Y.

Two very interesting articles have appeared in recent issues of **PRINTERS' INK**, discussing the fallacy of any but mail-order advertisers insisting upon their advertising pulling inquiries. One of these articles was written by Robert Frothingham and the other by S. R. McKelvie.

From the publisher's view-point their arguments no doubt appear very sound. Looking at them from the advertiser's view-point, however, I do not believe they carry quite so much conviction, as the writers seem to have overlooked one or two very important factors that enter very largely into the problem of many advertisers.

There are, of course, a large number of advertisers who cannot expect inquiries and who couldn't afford to give them attention if they did get them. All they can hope to do, or want to do, is to popularize the name of their product and get the consumer to ask for it when he calls at the dealer's store. Their sole problem is one of exploiting the trade-mark or name of the product, connecting this name in the public mind with all that is desirable in a product of its class. Obviously it would be fallacious for this class of advertiser to base his advertising efficiency on inquiries received, and I don't believe we can find many of them who do. I assume, therefore, that the articles referred to were not directed toward these advertisers. Even in cases of this sort, though, it would seem that the publications that pull the most inquiries per dollar expended would also



Chicago suffers by comparison

from the advertiser's point of view, in calling El Paso the "Chicago of Texas."

True, the city equals Chicago in spirit; parallels it in enterprise, in strategic location, in prosperity and consuming capacity beyond the average per capita.

But here the parallel ends—to the advantage of the advertiser. For, the Chicago market costs a fortune to invade. The El Paso territory can be won—both dealer-wise and consumer-wise—with just one paper, viz.: the

El Paso Herald

The **EL PASO HERALD** covers this field as completely as air covers the earth.

As the undisputed journalistic leader and favorite in this section, the **EL PASO HERALD** reaches not only the city, but also the suburban shopping territory.

This means a radius of 600 miles. No, this is not "putting it on thick," only big, because the facts are big.

You can't measure things with the ordinary yardstick in Texas where people think nothing of taking a sleeper just to "run over"—as they say—to the next town.

By the same token the influence of the **EL PASO HERALD** is greatly beyond that of the same circulation in other parts of the country (over 15,000).

The **EL PASO HERALD** is also the **WHOLESALE BUYING GUIDE** of the big mining camps and ranches that produce wealth with a vengeance in this rich corner of the U. S. A.

Why don't you corner this trade for your goods?

THE EL PASO HERALD

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

At your service, any time, anywhere.

give the publicity advertiser the most publicity per dollar spent.

However, granting that everything Mr. Frothingham and Mr. McKelvie say holds true for the class of advertisers just referred to, there is still another class (not mail-order) which it appears they have not considered at all in their discussions.

There is the manufacturer, for example, who has invented an entirely new product, something that must create an entirely new public want, something the public has always done without and has not felt the need of before. If this article is expensive and at all complicated, obviously it will be necessary to show consumers all of the advantages of using it, make them dissatisfied with present facilities, and then explain the construction and operation of the article so completely that they will know it will do as claimed and want to buy it.

Granting that the manufacturer has been in business a long time with other staple products and has obtained distribution and facilities that will enable him to add this new article to the dealer's line with little effort, can he depend upon the dealer taking enough interest to study this new article sufficiently to give consumers all of this information, and will the dealer be interested enough to single this one article out from all of the hundreds of lines in his store and give it special attention?

It would certainly have to be an exceptional proposition, one that would show the dealer enormous profits, to get such co-operation.

If it has to be distributed through the jobber, the chance of its getting this special attention it needs is still further lessened. The manufacturer would have to instill the jobber with sufficient enthusiasm so that all of his salesmen, handling the jobber's extensive line, would be able to pass along to the dealer the enthusiasm that the dealer would need to do his part. Those of us who have worked with jobbers know well how much could be accomplished along this line—how

hard it would be for the jobber to give such assistance, even though we made it very desirable for him to do so.

WHERE FOLLOW-UP HAS TO DO THE REAL WORK

On such a proposition I believe it is absolutely necessary for the manufacturer to do all the missionary work with the general public. He can't accomplish all of the steps necessary to make the sale through his advertising in the periodicals. This advertising singles out the possible prospects for him, but in order to make customers of them it is necessary to give such prospects special information in follow-up letters, circulars or booklets which tell the whole story so completely that the need of the article will be thoroughly impressed on the prospects. The only way the advertiser can be absolutely sure of this information going to the customer is by getting his inquiry and seeing to it himself that all of the information is sent. Then he can turn his customer over to the dealer, who can be depended upon to close with the practically convinced customer.

If the article were the only one the dealer handled, we could count on the dealer doing this missionary work, but so long as the product has to be placed in a store with hundreds of other products, we certainly cannot hope that the dealer will do all of this follow-up and missionary work. We are fortunate and should be satisfied if we can get him to distribute interest-creating literature across his counter and run an occasional newspaper advertisement to augment our campaign to get new prospects.

I cannot believe that such an advertiser as this one is lacking in merchandising judgment if he insists that his advertising show inquiries at a reasonable cost.

In addition to such advertisers as the one just assumed, there is another large class to whom the same principles apply—the manufacturer of a technical or semi-technical product which he sells to the non-technical public.



View in Head Office of the Great-West Life Assurance Company, Winnipeg, Man.

At the bottom of each letter mailed from this office is written this phrase:

*"Dictated to and transcribed from
The Edison Dictating Machine"*

IT is a phrase with many meanings, but the most important of these are economy and convenience.

By letting each man dictate as soon as he is ready, at his own speed, without interruption, the Edison saves half his dictating time and makes it easier for him to dictate.

By letting each typewriter operator sit at her desk all day long and write just what she hears as it comes to her in the dictator's own voice, the Edison saves all her shorthand time and makes it easier for her to transcribe.

When the same phrase appears at the bottom of your letters you will have gained for your office this same economy and convenience. This economy amounts to a fifty per cent saving in the cost of business letter writing. The convenience is inestimable.

The Edison dealer in your locality will gladly make a demonstration in your own office on your own work. Write us today for his address and our book, "The Goose, the Typewriter and the Wizard," sent free on request.

Thomas A. Edison, Inc., 211 Lakeside Avenue, Orange, N. J.

In nine cases out of ten this advertiser has to distribute his product through a dealer who understands it but little better than the general public. Even though the dealer were willing to give it the special attention it needs, he would be unable to do so effectively. This advertiser has to have the inquiry and explain the technical points in non-technical language to give the customer an understanding of it. In many cases he has to go so far, even, as to get all of the customer's local conditions and select the particular outfit or combination of outfits for him, so he will know just what to ask for when he goes to the dealer.

WHERE INQUIRIES ARE ESSENTIAL

This has made it necessary for such companies to develop special departments consisting of salesmen who are also engineers and can act as consulting engineers for the customer.

One might ask why this help couldn't be given the dealer instead of the customer, why it wouldn't be just as easy to explain the proposition to him as to the consumer.

It would if the dealer were as deeply interested as the customer. This may be the only proposition the customer has in mind at the time, while the dealer has hundreds of other lines to think about. Then it is natural for one to be more interested in something that is going to be helpful to him in his daily life than in something he is merely passing on to someone else.

This latter type of advertiser can be pretty well illustrated by the proposition of the Goulds Manufacturing Company in selling pumps and water supply systems. Aside from the simple suction pumps for cisterns and shallow wells, pumps are a proposition that cannot be handled satisfactorily by anyone but a pump specialist or a dealer who at least has a pretty good knowledge of their basic principles. Unfortunately, there are but few dealers and very few jobbers who are, or can afford to be, specialists on

pumps. The principal class of dealers selling pumps are hardware and implement dealers who handle a large line of goods in which the pump is but one small item.

We cannot make all dealers pump experts, so it becomes necessary for us to do the engineering work for them. It is desirable, therefore, that we get the inquiry first and turn the customer over to the dealer with all necessary information on the outfit needed. Even though the customer does go to the dealer first, it quite often becomes necessary for the dealer to write us for data.

On a simple water-supply proposition the following are some of the data we must have on the customer's local conditions before we can tell what kind of a pump he must use:

Quantity of water used per day.

Source of supply, spring, shallow well or deep well.

If well, what type, dug, driven or drilled, and what depth.

If drilled, what diameter of casing, depth casing extends and depth of water level below surface of ground.

What type of storage tank is desired, gravity or pneumatic pressure.

Is pump to be operated by hand, windmill, gasolene engine or electric motor?

If electric motor, direct current, what is voltage of power company's circuit? If alternating current, what is voltage, frequency and phase of circuit?

How high above the pump does the water have to be forced?

What is the horizontal distance from the pump to the tank?

What is the horizontal distance from the pump to the well?

From these data it is then necessary for the engineer to calculate the friction losses in the pipe line and convert this into terms of feet head, adding this to the apparent head. From this and the preceding data he can then select the proper pump, the proper-sized engine or motor, etc. Every one of these factors and a few others not given must be taken into ac-

count before the proper pump is determined; and because of this, the manufacturer has to make a line which includes hundreds of different types.

If Mr. Frothingham or Mr. McKelvie will tell us how we can make engineers out of all our dealers so they can handle this work, then we shall be glad to concede that they are right, and they will have solved our hardest advertising problem.

In addition to the fact that we need these inquiries so we can do the engineering work for the customer, we believe that every inquiry we turn over to the dealer as a result of advertising has a mighty good influence. When the customer comes into the store and asks the dealer to see a Goulds pump, the dealer may not connect this with our advertising, and then he is just as apt as not to sell him any other pump he may have in stock. But when we send the dealer the customer's inquiry and induce that customer

to call on the dealer, he immediately gets the connection and credits the advertising for the help. He is also more or less sure to feel honor-bound to sell our pump, in consideration for our part in making the sale.

This is not all theory, either, for we can easily trace the results of such inquiries by the appreciation shown by dealers for our advertising. After receiving a few such inquiries, it isn't long until the dealer is asking for booklets and electros for local advertising. And he isn't slow in telling our salesmen that he appreciates the help our advertising is giving. For this one reason alone, if none of the others referred to existed, we should insist on every medium we use bringing in its share of real inquiries.

R. C. Ayres has left the firm of Johnston-Ayres, of San Francisco, and has opened offices as advertising counselor.

Infant Mortality among Advertisers

is eloquent comment on the spectacular type of advertising methods. Of all the hundreds of superficially clever schemes and remotely possible dreams put to the test each year, how many survive to spend the profits?

¶ The Procter & Collier Company believes in originality tempered by experience and common sense. Its clients may not startle the world with their precocity, but they usually live to see their grandchildren.

¶ In advertising there is no such thing as a short life and a gay one. If you are looking for longevity rather than the lime-light, you'll like to talk to us.

The Procter & Collier Co.

New York

Cincinnati

Indianapolis



Concentrated Circulation— Wasteless for a Man's Article



Pierce the stone wall of dealer-indifference by using mediums whose readers the dealers have GOT to please.

In every college town in this country, the best retailers handle everything advertised in the college papers.

THEY MUST — OR CLOSE UP SHOP

We represent college papers in 60 towns and cities. *Low rates.*

Full information on request.

F. H. ANSPACHER COMPANY
1 Madison Avenue :: New York City
Telephone, 4768 Gramercy

THE FAIR, OF CHICAGO, LOSES ITS PRICE- CUTTING CASE

BUT UNITED STATES SUPREME COURT DOES NOT MEET THE GENERAL ISSUE OF PRICE MAINTENANCE—DECREE AGAINST FAIR AFFIRMED, BASED ON ITS DENIAL OF JURISDICTION

Special Washington Correspondence.

The decision of the United States Supreme Court in the price-maintenance case of the Kohler Die & Specialty Company vs. the Fair, a Chicago department store, has not quite met the expectations of those who hoped that a definite ruling would be made.

By declaring that the question involved is one of jurisdiction alone, the Supreme Court confines itself to what may perhaps be termed the legal technicalities of the situation and does not make any pronouncement upon the issue in which popular interest centers, namely, the right of the manufacturer to enforce a fixed resale price, through the leverage of action for patent infringement.

Some of the newspaper dispatches sent out following the handing down of the decision gave a wholly erroneous impression as to its significance. It requires no small measure of optimism to concur in the opinion of even those more conservative press dispatches which represent the decision as a "backing up" of the Dick-Henry decision. As a matter of fact, the one conclusion that can be drawn from this decision is that it further exemplifies the axiom that the United States Supreme Court never decides a question until it has to.

There is, nevertheless, one distinct source of satisfaction for the manufacturer and advertiser in this decision. The present outcome certainly should discourage, for all time, price cutters who are moved to attempt what the Fair tried so unsuccessfully to do in this case, namely, to avoid long and costly litigation in the courts as the penalty for this form of patent infringement and, by seek-

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ing a shortcut direct to the Supreme Court, to secure at one swoop the highest judicial sanction for price-cutting enterprises.

Because of these unusual features of the case, which were detailed in **PRINTERS' INK** a few weeks ago, and by virtue of the fact that this decision is certain to be frequently referred to in price-maintenance litigation in future, the full decision may be of interest. The case came to the United States Supreme Court on appeal from the Circuit Court of the United States for the Northern District of Illinois, and it was Mr. Justice Holmes who delivered the opinion of the Supreme Court.

TEXT OF COURT'S DECISION

The decision follows:

"This is a bill in equity brought by the appellee, an Illinois corporation, against the Fair, also an Illinois corporation, for an injunction against the Fair's making and vending certain patented gas-heating devices or selling such devices of the plaintiff's manufacture at less than \$1.50 each; for an account, and for triple damages. The bill alleges that the plaintiff has the sole and exclusive right to make and sell the devices throughout the United States and that the defendant, with full notice, has sold and is selling the same without license, in violation of the plaintiff's right. It then goes on to allege that the plaintiff, when it sells, imposes the condition that the goods shall not be sold at less than \$1.50 and attaches to the goods a notice to that effect, and that any sale in violation of the condition, or use of the article if so sold, will be an infringement of the patent. It further avers that the defendant obtained a stock of the devices, with notice of the conditions, and sold them for \$1.25 each, in infringement of the plaintiff's rights under the patent.

"The Fair appeared specially and pleaded that all the devices in question sold to it were purchased from the plaintiff by a jobber, that the jobber paid the



THIS FAMILY will prove a "business center" of tremendous power for any manufacturer who can win its confidence.



There's no surer way to gain that confidence than to seek it through the publication in which they have confidence.



Every copy of *The Youth's Companion* reaches a family averaging five, and the paper is the companion of all.



This family can afford the best things, and insists on quality. The *Companion* costs them \$2.00 a year.

THE YOUTH'S COMPANION,

Perry Mason Company, Publishers,
BOSTON, MASS.

New York Office: 910 Flatiron Building
Chicago Office: 122 So. Michigan Boulevard

THIS MAN

MAY BE
JUST THE ONE

You Need—?

SOMEWHERE on the North American Continent there is a broad-gauge, big-caliber, **BUSINESS-HEAD-OF-A-BIG-BUSINESS** who *knows* that his business *needs* a **MAN LIKE ME**; a successful *originator, director and conductor* of scientific, systematic and effective sales-publicity campaigns, who can "make-good" *anywhere* and is willing to take a big end of the "chance" while *proving it*.

EXPERIENCE:

Nearly 20 years as, **FIRST:** Practical Printer, newspaper Correspondent, Editor and Publisher, Fiction Writer; **THEN:** Advertising Copy Writer, Advertising Manager, Sales Manager, "Plan and Copy" Chief, Advertising Agency Solicitor, Advertising Agency Manager, "Advertising Counsellor," **THOROUGHLY FAMILIAR WITH:** "Mail Order," "Trade" and "General Publicity" advertising—in and through newspapers, magazines, farm papers, "mail order" papers, trade papers, women's publications, and all forms of "direct" sales-literature (as *personally* conceived and prepared). **DETAIL KNOWLEDGE OF:** a surprisingly large and diversified number of lines, commodities and enterprises, appealing—one or another—to *all classes of buyers*. **ASSOCIATION IN WORK:** with various exceedingly well known and rated concerns—whose official heads are pleased to endorse me.

SOME OTHER DETAILS:

AGE: 40—but "younger" than most men of 30, and work harder and longer hours—"producing" in greater volume—than most men will or can. **HEALTH AND PHYSIQUE:** perfect. **HABITS:** clean. **REASON FOR CHANGING:** looking for right sort of permanent "tie-up." **REMUNERATION AND OPPORTUNITY DESIRED:** at the **OUTSET**—just a fair living salary (am known as a high-priced man) *plus* some form of direct interest in the *Business or results produced*; **EVENTUALLY**—all I am worth.

MY TIME AGAINST YOURS—

if you *mean business*—but I wish to hear only from *principals in authority*. If you *need* a man like me—it's well worth your while; and I can **PROVE IT**.

"Sales-Campaigner"

Box 62, care Printers' Ink

full price to the plaintiff, that upon these facts there was no question arising under the patent or other laws of the United States and that the Court had no jurisdiction of the case. The case was set down for hearing on the plea, so that the foregoing allegations of fact must be taken to be true. Farley vs. Kittson, 120 U. S. 303, 314. The Court, in deference to Victor Talking Machine Company vs. the Fair, 123 Fed. Rep. 424, maintained its jurisdiction, and as the defendant did not answer within the time allowed, took the bill as confessed and made a decree for the plaintiff. The judge stated that he did not feel at liberty to give a formal certificate, but added what appears from the record, that the defendant did nothing except to file the above plea. The appeal is upon the question of jurisdiction alone. There is no uncertainty or ambiguity and we are of opinion that the case is properly here. Petri vs. Creelman Lumber Company, 199 U. S. 487, 492.

"Obviously the plaintiff sued upon the patent law so far as the purport and intent of the bill is concerned. It was a resident of the same state as the defendant and could have had no other ground. In the earlier paragraphs of the bill it charged an infringement of its patent rights in general terms and sought triple damages, which it could have done only by virtue of the statute. It is true that later it set up the sale at \$1.25 as an infringement and that we may guess that this is the only one, although it does not say so. But if this is the plaintiff's only cause of action, still the plaintiff relies upon it as an infringement and nothing else—so that, good or bad, the cause of action alleged is a cause of action under the laws of the United States.

REAL ISSUE NOT PASSED UPON

"Of course, the party who brings a suit is master to decide what law he will rely upon, and therefore does determine whether he will bring a suit arising under the patent or other law of

the United States by his declaration or bill. That question cannot depend upon the answer, and accordingly jurisdiction cannot be conferred by the defense, even when anticipated and replied to in the bill. *Devine vs. Los Angeles*, 302 U. S. 313, 334. Conversely, when the plaintiff bases his cause of action upon an act of Congress, jurisdiction cannot be defeated by a plea denying the merits of the claim. It might be defeated, no doubt, in a case depending on diversity of citizenship by a plea to the citizenship of parties. *Interior Construction & Improvement Company vs. Gibney*, 160 U. S. 217, 219. We are speaking of a case where jurisdiction is incident to a Federal statutory cause of action. Jurisdiction is authority to decide the case either way. Unsuccessful as well as successful suits may be brought upon the act and a decision that a patent is bad, whether on the facts or the law, is as binding as that it is good. See *Fauntleroy vs. Lum*, 210 U. S. 230, 235. No doubt if it should appear that the plaintiff was not really relying upon the patent law for his alleged rights, or if the claim of right were frivolous, the case might be dismissed. In the former instance the suit would not really and substantially involve a controversy within the jurisdiction of the court. *Excelsior Wooden Pipe Company vs. Pacific Bridge Company*, 185 U. S. 282, 287, 288, and in the latter the jurisdiction would not be deemed except possibly in form *Deming vs. Carlisle Packing Company*, 226 U. S. 102, 109. But if the plaintiff really makes a substantial claim that under an act of Congress there is jurisdiction, whether the claim ultimately be held good or bad.

"Thus, in the *Vicksburg Waterworks Company vs. Vicksburg*, 185 U. S. 65, 68, it was pointed out that while the certificate inquired whether a Federal question was involved upon the pleadings and while the counsel had argued the merits of the case, the function of this Court 'is restricted to the inquiry whether,



Diversity of Resources

means permanent prosperity.

Richmond, Va., with her 127,628 population, has a great number and diversity of great industrial enterprises, such as The American Locomotive Co., the largest wood-working plant in the world, the largest tobacco plant in the world, the largest blotting paper mill in the world, etc.

In the last panic Richmond was one of the very few cities where no scrip was necessary.

In going after this territory you will find the

Richmond Journal

an efficient "cream separator" to give you the cream of the local trade, both dealer and consumer.

The RICHMOND JOURNAL is doing the same thing for the majority of the local merchants. It averages a decided lead in local advertising—always the most reliable barometer of the esteem of the prophet in his own country.

The reason is that the RICHMOND JOURNAL is the ONE leading newspaper devoting itself solely to the task of informing and entertaining the public with all the conscience a newspaper should have.

The RICHMOND JOURNAL is carrying out the precious policy bequeathed by one of Virginia's distinguished sons: "Keep clear of entangling alliances."

But you who have goods to sell in Richmond, you will find an alliance with the RICHMOND JOURNAL a very profitable entanglement with your Sales Account.

The RICHMOND JOURNAL stands ready to come to your assistance, over 20,000 strong.

THE RICHMOND JOURNAL

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

At your service, any time, anywhere.

upon the allegations of the bill of complaint, assuming them to be true in point of fact, a Federal question is disclosed so as to give the Circuit Court jurisdiction in a suit between citizens of the same state.' For that reason the Court declined to pass upon the validity of the contract the obligation of which was alleged to have been impaired. Ibid. 82 S. C.; 202 U. S. 453, 485. *Mercantile Trust & Deposit Company vs. Columbus*, 203 U. S. 311, 322, 323. *Knoxville Water Company vs. Knoxville*, 200 U. S. 22, 32.

"In this case the plea, though purporting to go to the jurisdiction of the Court, merely means that the patent law does not give a patentee a right to impose such a condition as the plaintiff attempted to impose upon second purchasers of the device. The plaintiff no doubt maintains that the law does give him that right and that even if the alleged infringements are confined to the acts admitted by the plea, they are infringements none the less. The bill hardly can be confined to that claim, but if it were, it is made in good faith and is not frivolous, it is a claim of right under the patent law, and the Circuit Court properly took jurisdiction of the case. *Excelsior Wooden Pipe Company vs. Pacific Bridge Company*, 185 U. S. 302, 309. *White vs. Rankin*, 144 U. S. 626, 635, 636, 639.

"Decree affirmed."

This is all likely to prove very interesting to the manufacturer intent upon going thoroughly into this price-maintenance question, but it is no doubt a long way from what was hoped for by the Fair, which, as already reported in *PRINTERS' INK*, made a most earnest plea to the United States Supreme Court in disposing of this case to decide, once and for all, the whole question of the right of the department store to cut prices on patented articles placarded for a restrictive price.

The Philadelphia *Public Ledger* will discontinue the publication of its colored comic supplement, which has been a Sunday feature with this newspaper for some years.

MANUFACTURERS FIGHT- ING GOVERNMENT'S PURCHASING POLICIES

ABSURD SITUATION THAT HAS
ARISEN BY THE TAKING OVER BY
A CENTRALIZED BUYING BUREAU
OF ALL PURCHASES—REQUIRE-
MENT THAT MANUFACTURERS
MAKE GOODS TO ORDER AND GIVE
UP BENEFIT OF PATENTS—HOW
COMMITTEE OF MANUFACTURERS
MADE A SCORING

Special Washington Correspondence.

The last ditch has been reached in a significant and long-drawn fight which has been waged by a number of prominent manufacturers against a radical new purchasing system adopted by the United States Government about a year ago.

Many and diverse lines of advertised goods have been or will be affected by this new buying policy, but the firms that have undertaken the responsibility of organized opposition are all engaged in the production of some class of office equipment.

Among the manufacturers who have thus been driven by necessity to make common cause there may be mentioned: the Remington Typewriter Company, L. C. Smith & Bros. Typewriter Company, the Yawman & Erbe Manufacturing Company, the Multi-graph Sales Company, the Art Metal Construction Company, the Dalton Adding Machine Company, the Library Bureau, the Comptograph Company, the General Fireproofing Company, the Underwood Typewriter Company, the Macey Company, Lamb & Tilden, the Globe-Wernicke Company, Thomas A. Edison, Inc., and the Columbia Graphophone Company.

The crisis which has necessitated this unusual line of action presents nothing less absurd and detrimental to the interests of manufacturers than a demand that firms selling to the Government eliminate all "patented features" from the goods supplied to Uncle Sam or else throw their protected ideas open to any and

A Notable Achievement of a Great Newspaper

The *Courier-Journal*, in company with its sturdy offspring, the *Louisville Times*, which dominates the afternoon field as completely as the *Courier-Journal* dominates the morning field in Kentucky, issued a Southern Prosperity Number, March 25.

This edition, which takes its place as one of the really great productions of daily journalism in America, consists of 192 pages of eight columns each, and forms one of the largest as well as one of the handsomest newspapers ever issued as part of a regular edition. The number is made up of sixteen sections of twelve pages each, including the news section. The engraving and art work in the paper is unique in character and volume. The four-color work, which is a feature of the edition, was produced on their own presses. In the value of advertising business carried, a new record for the South was set by this number.

In addition to calling attention in a complete, graphic and authoritative manner to the magnificent growth and present prosperity of the Southland, in the development of which the *Courier-Journal* has played a leading part, the Southern Prosperity Number likewise commemorates the occupancy by the *Courier-Journal* and *Times* of their splendid new plant at Third and Green streets, one of the largest and finest establishments for the production of daily newspapers in the world.

Evidence of the impressive character of the edition was given by the mailing of thousands of copies by regular readers to all parts of the world, the distribution being well-nigh universal.

The publishers are issuing a limited number of *de luxe* copies of this edition, calendered stock being used and a work of real artistic value being created.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York

St. Louis

Chicago

every competitor who might propose to duplicate the workmanship at a lower price.

This came about through the creation by Congress two years ago of a new system for the purchase of Government supplies, to be administered through an organization known as the General Supply Committee.

There was open revolt on the part of manufacturers when they were, in effect, asked to surrender to all takers the exclusive features of their products and to disrupt their factory organizations in order to turn out *special models* wanted by the Government but *by nobody else*. When the seriousness of the menace was fully realized there was held in Washington a meeting of manufacturers' representatives and the Equipment Club was organized to meet the new conditions. A committee, headed by Frank C. Roach, of the Yawman & Erbe Company, was appointed to canvass the entire situation and to recommend ways and means of combating the new purchasing policy that was regarded as so unjust to the manufacturers.

LINE OF ACTION MARKED OUT

It fell to Mr. Roach to prepare a report for the committee and he literally sat up nights with the proposition. About two o'clock one morning he had an inspiration—the action of the General Supply Committee in stretching the authorization on supplies to also cover equipment was, as he saw it, not only unjustified but illegal and contrary to the law. By five o'clock that morning Mr. Roach had completed the first draft of the report; between seven o'clock and eleven o'clock on that same morning the document was revised and after unanimous adoption by the committee was dispatched to the home offices of all the manufacturing firms involved—one of the most remarkable declarations of independence in American business history.

This committee report, which has served as the plan of campaign for the whole fight made by the manufacturers, also served, in-

directly, as the inspiration for an appeal within Governmental circles against the new policy of the Supply Committee. The Interstate Commerce Commission protested against being forced to buy office equipment under the new restricted plan; the question was put up to the Attorney General, and that official approved an opinion, delivered through his right-hand man, *that upheld in every particular the contentions made on behalf of the manufacturers in the Roach report.*

Under ordinary conditions this might have closed the incident, but as it happened this development was almost coincident with the change in national administration on March 4 last. The Supply Committee, anxious not to be shorn of any of its powers, induced the new Secretary of the Treasury to reopen the case by requesting the new Attorney General to review the opinion of his predecessor. The new Attorney General turned over the matter to Assistant Attorney-General Harr, the official who wrote the original opinion on the subject. Mr. Harr was naturally disinclined to review his own opinion, and consequently the matter has been transferred to James A. Fowler, the assistant to the Attorney General, who is making an especially exhaustive investigation before saying the "last word" in the controversy. With what interest the manufacturers are awaiting this final opinion may readily be surmised.

In its report the manufacturers' committee pointed out that the subject submitted for consideration was a comprehensive one involving the question of the equity due all manufacturers of office appliances and equipment having trade relations with the United States Government. Relief was sought from the evils of an arbitrary method of purchase established, it was contended, on the basis of a misinterpretation of the law.

The method of purchase discussed applied to such lines as typewriters, filing devices, duplicating machines, commercial pho-

nographs, numbering machines and kindred office appliances. The principle involved affected all uniformly.

FORMER METHODS OF PURCHASING

Prior to the enforcement of the present law it was the practice of the respective executive departments to make annual contracts with the manufacturers of all devices which were regarded by them as of standard grade, the purpose being to insure such versatility in the application of the varying merits of the numerous types and designs of devices offered as would sufficiently answer the peculiar requirements of their respective bureaus and divisions and thereby secure efficient economy. Under this procedure each department was enabled yearly to eliminate undesirable types and designs and to take advantage of every advance in the office appliance world.

The issue which has since received so much attention was first raised when the General Supply

Committee issued its schedule for the fiscal year beginning July 1, 1912. In the class known as "furniture and floor coverings" there appeared specifications and drawings providing for a special line, entirely different from any types or designs then on the market. Furthermore, it was provided that bidders should submit samples, and that these samples should eliminate all patented features so that if at any future time any other manufacturer should be given a contract he could duplicate specified items.

Manufacturers of standard filing devices refused to touch the business on this basis. Not one of them submitted a proposal in line with the new specifications, and the only bidder, according to report, who did bid on this basis and who was in consequence awarded a contract for the year ending June 30, 1913, is the Century Cabinet Company, a concern doing general mill work and having its factories at Fort Plain, New York.

From the Reader's Viewpoint

Since the change in name, hundreds of our readers have written in commenting upon the change. From the mass of letters we pick the following:

"I have just received my copy of the new Colliery Engineer and think it decidedly the best issue you have ever gotten out, and am selfish enough to be glad that we coal mining men are to get *all* instead of only half of your efforts in the future."

"I want to congratulate you on the first issue of The Colliery Engineer. It is the best copy of this paper I have ever seen. Several mining men have expressed the same opinion within the past week. I think you have done a wise thing in changing back to the original name and confining the subject to coal mining."

These letters simply illustrate why THE COLLIERY ENGINEER has so many advertisers who have been using space continuously for over twenty years!

Results make a louder noise than conversation.

If you have anything that can be sold to coal mines, start something and ask us to prove it.

The Colliery Engineer

For sale by
Mines & Minerals

THE COAL MINING MONTHLY

Published at Scranton, Pa.

NEW ENGLAND

The Ideal Testing Ground for Advertising and Selling Plans

To try out the speed, penetration and position of your advertising and selling plan this is the best territory.

It is closely knit. A dealer's canvass in all cities of 10,000 or more can be made in short hops; there is not an all day jump between the cities anywhere on the map of New England.

The industrial conditions are all satisfactory. The operatives in textiles and boots and shoes, and the skilled mechanics making sewing machines, fire-arms, silver ware, brass goods, and hundreds of other things where the raw product is brought from the four ends of the earth to be fashioned by Yankee skill into articles of beauty and utility—all these are busily at work which means a great weekly pay roll. This gives them money to buy your article whenever a desire is created.

There is a high average of intelligence in New England giving a vast amount of circulation to many good Daily papers.

The Local Daily Newspapers

Found in every sizable community and delivered into nearly every home is the great medium to be used to test your campaign.

These local dailies are close to the hearts of the people, and if you put your message therein your profits will make your heart rejoice.

These 10 will be glad to write you regarding trade conditions or any other data you may wish regarding their cities.

New Haven Register

*New Bedford Standard
and Mercury*

Waterbury, Ct., Republican

Lynn, Mass., Item

Worcester, Mass., Gazette

Portland, Me., Express

Springfield, Mass., Union

Meriden, Ct., Record

Salem, Mass., News

Burlington, Vt., Free Press

Although the only contract made under the new law for any class of office equipment was this one for filing devices, the broad issue was emphasized by the action of the Supply Committee with reference to typewriters. In preparation for the Federal purchases during the year beginning July 1, 1913, the Supply Committee has requested manufacturers of standard typewriters to submit samples which the Government experts could examine and analyze with a view to preparing drawings and specifications for a single type and design of machine that would answer the general requirements of the Government service. At the same time there came an intimation unofficially that this same course would be followed with reference to adding machines, and that other office devices would be taken up in due course.

COMBATING AN OBJECTIONABLE POLICY

In seeking means to combat the objectionable policy of the General Supply Committee the representatives of the manufacturers took up first the law and its interpretation; then the resultant evils to the manufacturers and to the Government, respectively, and, finally, the remedial possibilities.

The contention was made, first of all, that the Supply Committee had been led into serious error by the misinterpretation of the two words "standardize" and "supplies." The representatives of the manufacturers contended, for instance, that typewriters and filing devices are as distinct and separate features from the supplies which are used in connection with them as are printing presses from the oil, ink, type and paper used in connection with them. They argued that the Supply Committee was authorized by law to secure the standardization of and purchase through a central bureau, "supplies," and that there was no mention either directly or by inference of "equipment." Accordingly the point was made that the supply committee had exceeded its authority by departing from the

New Haven Connecticut

Is best covered by the REGISTER.
The only evening 2c. paper in the city.

The REGISTER's sworn circulation for 1912 was 19,193, which is a greater circulation than any other New Haven paper. The volume of business carried necessitates each night from 18 to 28 pages.

The REGISTER carries more display than any other paper and more want advertising than all other local papers combined.

JULIUS MATHEWS, Representative.

The Greatest Circulation Puller on Earth Princess Tambon Dolls

(Copyrighted)

and her brother and sister

3 Dolls—Completely Dressed

the larger one 18 1/2 inches high and the other two 6 inches high.

Lithographed (not printed) in 5 colors—make-up perfect.

Now in use and Recommended by

Denver Weekly Post
The Capper

Publications
Home Friend, Kansas City

St. Louis Weekly Republic
The Farm Press, Chicago

"The Family," Chicago

Kansas City Weekly Post

The National Farmer and

Stock-grower, St. Louis

The Big Saw, St. Louis

Rough & Range, Denver, Colo.

Omaha Rural Weekly,

Omaha, Neb.

Peoples Popular Monthly,

Des Moines



Send 10c. for sample, prices, etc.

Set of Illustrations furnished with orders.

The Tambon Company

204-205-206 Symes Bldg., DENVER, COLO.

**Some Agencies ask
their clients what they
want.**

**We suggest to our cli-
ents what they need.**

**Our clients are all
doing an increased
business.**

The BATES ADVERTISING CO.
5 Distinct Departments waiting on Sale
15 SPRUCE STREET, NEW YORK

The biggest "boosters" for **PHYSICAL CULTURE**

are the advertisers that use it. The President of one of the largest advertising agents in the West, says in a recent letter: "Write a letter to 25 advertisers who key their advertisements and you will find 25 boosters for **PHYSICAL CULTURE.**"

A pleased customer is indeed a valuable asset.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**April, 1913, Gains 695
Lines Over Best Previous
April Number**

nature of the supplies specified and entering the realm of mechanical inventions which are in no wise commercial commodities or supplies, but which are strictly and absolutely in the nature of equipment.

Taking up the effect of the new policy on the manufacturers, the spokesmen of the latter pointed out that its influence would be to curtail competition as well as to restrict the exercise of personal preference by Government officials, giving the department which made a requisition no voice whatever in the selection of articles deemed by it as adaptable to its requirements. Then again there would be limitations that might be expected to work inconvenience. For instance, in the matter of filing devices no opportunity would be open for a differentiation between wooden and metal devices any more than there could be a differentiation between different makes of wooden devices.

GOVERNMENT AS "AN ADVERTISING AGENCY"

After touching upon the fact that manufacturers of standard filing devices have maintained branches in Washington for a number of years (branches which under the new status could not be continued on the present scale) and that through this medium the Government has had the benefit, without charge, of expert advice, the report of the manufacturers' committee took up the question of the publicity involved. On this subject the report says in part: "While the manufacturers have shared mutually the benefits derived from the general publicity given their respective products by reason of contracts made with the Government, the Government under the present scheme is converted into an advertising agency for the sole promotion of the interests of a concern which has never shared the heavy expense incident to the development of its products to a degree of efficiency sufficient to warrant their acceptance by the Government.

"Where office appliances of any character are stripped of their in-

dividual superior characteristics by reason of the elimination of all patented features, as is provided for in the specifications, the Government would be placed in the position of giving general publicity to a false standard of efficiency and value in such devices as it might adopt for its exclusive use, thereby, in the eyes of the commercial world, which is more rapidly coming to follow Government standards every day, placing its official seal of approval on a false standard of all such devices, with the result that their commercial efficiency would be accepted or rejected by these standards, with a degree of prejudice which would emphatically discount the sales efforts of manufacturers offering articles of superior merit."

Manufacturers not only in the field of office appliances but in other lines of patented products have occasion to await with interest the outcome of the review by the new Attorney General of the legal opinion in this case. The outcome would be significant even were only the Governmental purchases involved—for Uncle Sam is a good customer—but there is the possibility that the principle at issue might extend to the commercial field.

ORGANIZATION CHANGES IN DETROIT AGENCY

Charles M. Steele has become vice-president and treasurer of the Carl M. Green Company, Detroit. Mr. Steele was formerly secretary and treasurer. B. E. Moreland, who has been with the Detroit agency for two years, has become a stockholder in the agency and has been elected secretary.

Mr. Moreland at one time had charge of the Chicago office of Whitehead & Hoag. Subsequently he was sales manager of the J. Manz Engraving Company, of Chicago.

PRENTISS MADE GENERAL MANAGER

Mark O. Prentiss has been elected vice-president of the Dry Goods Publishing Company and will be general manager.

John E. Atkinson, formerly with S. E. Leith, New York, manager of the Associated Farm Papers, has joined the Tri-States Publishing Company, Port Jervis, N. Y., publishers of the *New York Farmer*. He will be assistant business manager.

90%

Concentrated Circulation

The A. A. A. examination proved that 90% of the circulation of the

Gazette Worcester (Mass.)

Is in and close to the city of Worcester. This is one of the reasons why the GAZETTE gives the greatest results to the Worcester retail stores and why the Worcester retail stores give the most copy to the Worcester Gazette.

As it is most profitable to the Worcester retail dealers it will be most profitable to the foreign advertiser. The Gazette will sell more goods for each dollar expended in it than any other Worcester paper. Advertisers will find it

THE GREATEST SELLING FORCE IN WORCESTER

Largest evening circulation, exceeding 20,000.

JULIUS MATHEWS, Representative.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

GOVERNMENT INQUIRY INTO DISTRIBUTION SUGGESTED

"I look forward to the day when we will have educated distributors," said William H. Ingersoll, general manager of Robert H. Ingersoll & Bro., to 125 diners at the Efficiency Club in New York, March 25. "Retail conditions to-day are very wasteful. They are being reformed, but not fast enough, and not scientifically."

"I have taken the liberty of suggesting to President Wilson the desirability of having the Department of Commerce and Labor investigate the commercial conditions in the country in the same way that the Department of Agriculture has investigated the soil and farming conditions of the country, and then to educate the distributors in the most approved ways of merchandising."

Three advertising men were discussing distribution problems. Mr. Ingersoll spoke on "Distribution Policies"; Charles W. Hoyt, the advertising agent, on "Scientific Sales Methods," and Harry Tipper, advertising manager of the Texas Company and president of the Technical Publicity Association, on "Efficient Advertising." The occasion was the first one devoted on the part of the society to advertising and selling, and, in view of the character of the membership, the discussion of the topics was rather general than technical.

Mr. Hoyt, in considering "Scientific Sales Methods," found three sources of waste. The most common was in selecting men. The next was in sending them out unprepared, or only partly prepared. The last was in not "pacing" them, either against other salesmen or against their own records.

The ideal way of organizing a sales corps would be something like this: First, divorce the manufacturing and sales forces and get a sales manager. Then, he must be out on the field in the thick of things at least a third of

his time. Next, develop your own men, instead of looking exclusively for "star" salesmen. Pick your men to "mix" with the kind of trade they call upon. Pave the way for their calls, so as to save their time and make them "closers" instead of men missionaries. Develop a missionary correspondence with dealers to smooth the way. Standardize the sales talk, not so as to have the salesman "parrot" it, but so as to make them *know* it. Reward the salesmen so as to make them loyal and ambitious. Lastly, make the work interesting in all ways for them. This last is one of the greatest functions of the sales manager.

Mr. Tipper emphasized the necessity of study in connection with an advertising campaign and outlined certain advisable methods to follow in determining its efficiency. If the advertising manager pursued some of those methods he would be in a position to forecast future sales with as great assurance as does the sales manager.

LEAVES NEW YORK "PRESS" TO JOIN HEARST

On March 22 a number of the New York Press staff, headed by Ervin Wardman, gave a farewell dinner at Rector's to E. H. Randolph, who for thirteen years has represented the advertising department of the Press, the last two as advertising manager.

Mr. Randolph resigned his advertising managership to become associated with the Hearst organization, representing the *Evening Journal*. No permanent successor has been chosen, but one of Munsey's other managers will be at the Press office three days each week.

NEW CLUB AT SHREVEPORT, LA.

E. E. Edwards, secretary of the New Orleans Ad Club, and A. G. Newmyer, business manager of the New Orleans Item, last week organized an ad club at Shreveport, La. W. G. Hudson, president of the Shreveport Drug Company, will be president of the Shreveport Club, and has promised at least fifteen delegates from the new club to the Baltimore convention.

R. E. Tweed is now advertising manager of the Sharpless Cream Separator Company, West Chester, Pa., having resigned some time since from the Welsbach Company, Gloucester, N. J.

NEW YORK LEAGUE STARTS LECTURE COURSE

The series of lectures with lantern slides prepared by the educational committee of the A. A. C. A. are now being given before members of the Advertising Men's League of New York at the Y. M. C. A., 215 West Twenty-third street. The course opened on Tuesday evening, April 1, when William H. Ingersoll, of Robert H. Ingersoll & Bro., delivered his lecture on "The Reasons for Advertising," and Herbert S. Houston, vice-president of Doubleday, Page & Co., and chairman of the educational committee of the A. A. C. A., gave the lecture of which he is the author on "The New Application of Advertising."

Ten lectures will follow, and it is planned to have the author of each address deliver it. The programme, which is confined to Tuesday evenings, is as follows:

April 8, "Retail Advertising Successes," S. Roland Hall, principal School of Advertising, International Correspondence Schools; April 15, "A Complete Advertising Campaign," Earnest E. Calkins, of Calkins & Holden; April 22, "Retail Advertising," Manly Gillam, formerly advertising manager, John Wanamaker; April 29, "Co-operation of the Dealer with the Manufacturer," W. P. Werheim, advertising manager, Pratt & Lambert, Buffalo; "Trade-Marks," Clowry Chapman; May 6, "Service to Customers," Paul T. Cherington, of Harvard University; May 13, "The Personal Qualifications of the Advertising Man," George French, editor of the *Independent*; May 20, "National Advertising Successes," Llewellyn E. Pratt, sales manager, Passaic Metalware Company; May 27, "Preparing an Advertisement," Gerald B. Wadsworth, the McKelvey Company, New York.

The lecture on "Human Interest and Timeliness," by F. A. Wynne, of the Crockett Agency, Dallas, and A. L. Shuman, Fort Worth, has been scheduled but the date not set.

TELEPHONE EXECUTIVE DEAD

Charles E. Wilson, general manager of the Keystone Telephone Company and president of several other telephone and telegraph concerns, died on Saturday morning at his Philadelphia home.

ADVANCEMENT FOR C. E. BOSWORTH

C. E. Bosworth, New England advertising manager of the *Shoe & Leather Reporter*, has been elected secretary of the company.

The Poor Richard Club held a round table luncheon recently. Dr. Martin G. Brumbaugh, superintendent of the Philadelphia Public Schools, and Louis J. Kolb, president of the Kolb Baking Company, and president of the club, were among the speakers.

Bondholders in Maine

One of the best posted financial men in New England states that there are more bonds sold in Maine, per capita, than in any other state in the Union. The income of the average Maine resident is large enough after providing for the necessities and many of the luxuries of life, to have enough left over to invest in good securities.

Portland

The gate-way of Maine

This is Maine's largest city. It is the richest, most beautiful and most progressive.

The Express

Is the only afternoon daily newspaper in this fine city. It sells for 2c and has a circulation of 19,035. Its advertising rates are the lowest per thousand of circulation of any other Portland Daily. It would be worth your while to advertise your product in the Portland Express.

JULIUS MATHEWS, Representative.

I am putting up a new building on Washington Square, the publishing center of Philadelphia. I will have 700 to 2,000 square feet for rent, and I want a live, up-to-date publisher or advertising agency of responsibility as tenant. I would prefer publisher, publishing medium sized trade monthly; the monthly could be printed in my plant. A New York trade monthly under heavy expense might be favorably impressed with the possibilities of a Philadelphia location. Over \$5,000,000 have been expended in publishing properties in the last five years on the square.

Excellent light, hot water heat, the most modern conveniences.

EDWARD T. BIDDLE

1010 Cherry St., Philadelphia, Pa.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

New York, April 3, 1913

The PRINTERS' INK model statute signed by Governor Cox of Ohio, February 26, 1913.

The PRINTERS' INK model statute signed by Governor Lister of Washington, March 6, 1913.

The PRINTERS' INK model statute signed by Governor Eberhardt of Minnesota, March 11, 1913.

Linin' Up for and against Honest Advertising

It is amusing sometimes to notice how instantly folks become overwhelmed with anxiety for the welfare of the general public the moment their particular line of business is affected. That remark is not aimed anywhere in particular, but is shot off into the general atmosphere, so to speak. If it happens to hit anybody, it will simply mean that he was in the wrong place.

Various and sundry unfavor-

able comments upon the PRINTERS' INK bills pending in several states have drifted in from one source and another. Some of them condemn the bills utterly, as "tending to place an unreasonable burden upon the public." Others deplore the present-day tendency to "regulate everything by statute," and think that this advertising bill is just the finest place in the world to stop doing so. Still others insist that the bill is very imperfect, and suggest beautiful amendments which would make the law about as successful as a lobster-pot to catch minnows. These latter are always very friendly, you know, and are intensely in favor of the bill—indeed they are—only it ought to be changed so as to "protect" the innocent. Nobody has yet been found ready to maintain that he needed the privilege of lying in his business, but plenty of them lay great emphasis upon their proclivity at making "innocent mistakes." Really, if a new definition of an advertisement were to be deduced from some of the correspondence around here it would read like this: "An advertisement is a collection of innocent mistakes made without the slightest intent that anybody shall believe them."

QUICK CIRCULATION

It is curious, too, what great circulation Governor Haines' veto secured in a remarkably short space of time. Humble legislative measures in Augusta, Maine, don't usually stir up much dust in St. Louis or Los Angeles. What's a governor's message more or less to the denizen of a state three thousand miles away? It is a safe bet that there are plenty of newspapers in Maine who never knew that the bill was presented, but the newspapers of California, Colorado, Connecticut, etc., are furnished with the complete text of the veto.

Governor Haines' veto message was dated March 6. On the thirteenth the Missouri House of Representatives smothered the bill. On the fourteenth the St. Louis *Times* printed the following:

KILLING A BLUNDER BILL

The House of Representatives at Jefferson City has just killed by a decisive vote a bill to prevent certain kinds of advertising. The bill was vicious. It did not provide, as perhaps its projectors intended, for pure and clean advertising, but, by the use of the word "misleading," it provided for endless petty quarrels among competitors.

Every statement and every advertisement ever written might be construed as "misleading" by anyone of such mind. Many parts of the Bible have been called "misleading" by higher critics.

The same bill that was defeated in the Missouri legislature has been presented in other states. Up in Maine, the bill was vetoed by the Governor in a ringing message.

The man who wrote the defeated bill evidently did not know the advertising business. We are glad to find that the Missouri legislature has a tendency toward conservatism in handling highly specialized subjects.

"The man who wrote the defeated bill evidently did not know the advertising business." Presumably the *St. Louis Times* does. We find in a single issue of the same week in which the editorial appeared the following business which a man who "did not know the advertising business" would perhaps cavil at:

Clairvoyants	133 lines
Classified Medical	45 lines
Medical "Readers"	357 lines
Medical Display	390 lines

The best of this business is the common variety of cruel promises of help to the sick, and the worst of it stretches to the very limit the post-office regulations concerning unmailable matter.

Another newspaper which, we are told, was more than somewhat peeved at the bill, though so far as we know it did not accuse its sponsors of ignorance of the advertising business, is the *St. Louis Republic*. That paper is not so good a medium, apparently, for seers into the future, since it contained in a single issue examined only 28 lines of clairvoyant advertising. It is strong, however, on the more material cures for earthly ills, since it carries a total of 890 lines of medical display. One might ask, between the lines, why did these newspapers find it advisable to attack the bill? Why did they not consult some of their

clairvoyant advertisers, who could have told them, no doubt, that the bill would fail to pass, thus saving a lot of trouble and, perchance, railroad fare?

Perhaps the publisher of the *Los Angeles Times* will feel that we owe him an apology for bringing his paper in just here, but we can assure him it is placed here simply because it is convenient, his legal editor having commented at length upon the Morganstern bill (the California PRINTERS' INK statute) in the *Times* for March 20. The legal editor of the *Times* has received—and read with care—the copy of Governor Haines' veto (maybe he got it by wire). We shrewdly suspect that he did not read the bill itself with equal care, as evidenced by the following remarks:

An advertisement reads: "For sale, a Jersey cow, 5 years old, milks five gallons 6 per cent milk." The purchaser of the cow finds that she is 8 years old and milks but 3 gallons of 4 per cent milk. Must the newspaperman who innocently accepted the advertisement without having the cow examined by a veterinary, go to jail for his negligence?

We would remind the legal editor of the *Times* that the PRINTERS' INK bill places the responsibility for false statements directly upon the advertiser for whose benefit they are made, and *only* upon him. It does not affect newspapers unless they print lying advertisements about the circulation or the space *which they have to sell*.

Now, what does Governor Haines really think about it? After we have got through examining the editorial opinions based upon his veto message as authority, and quoting him as the source of all enlightened opinion on the subject, we come to the following letter:

STATE OF MAINE
EXECUTIVE CHAMBER
AUGUSTA

MARCH 17, 1913.

Editor of PRINTERS' INK:

Your letter relative to my veto of bill entitled "An Act Relating to Untrue and Misleading Advertisements" received, and in reply would say that I have not been able to determine as yet just what the bill was designed to accomplish. Inasmuch as our legislature is very near adjournment, and no legislation introduced at this time could receive proper consideration, it would

be of no use for me to indicate what legislation of the nature referred to would be acceptable to me.

Yours truly,
WILLIAM T. HAINES.

A man's standing as an expert is usually judged according to his knowledge of a subject. Doubtless those opposed to the bill picked out the best expert they could find, even though he hasn't been able to find out what it is all about.

The drug trade is being circulated by *The National Druggist*, St. Louis, with reprints of certain editorials that paper has published regarding the bills. In a signed letter by way of preface, Henry R. Strong, the publisher, says:

Thirty or forty state legislatures are now in session, and before each of them there are several bills pending which concern the drug trade, some of them most vitally. Perhaps the most serious is what is known as the PRINTERS' INK Bill, to prohibit misleading advertising.

I have suggested some amendments designed to eliminate from the bill its great possibilities for injustice. These, or some such amendments, ought to be tacked on to it in every legislature in which it is pending before it comes up to be voted on; and the Proprietary Association should not be depended on alone to do this. There is no question that the matter is having attention from that source, but, after all, the association contains only about 175 firms, which is less than five per cent of the aggregate number of proprietary manufacturers in the country.

The bill under consideration not only affects all drug manufacturers, but all retailers and wholesalers as well, every one of whom should take it upon himself to write to the local representatives in his state legislature, pointing out the bad features of the bill and asking their assistance in defeating it, unless amendments are added of the nature of those suggested, so that it will not be possible to punish an innocent mistake as a crime.

THOSE THAT BE FOR US

Now, let us see what sort of support the bill is receiving. We have summed up, as clearly as possible, those that are "ag'in" us. Let us cast up those which are for us—who really think an advertisement should be written to be *believed*, and who do not insist that the right to make "innocent mistakes" should take precedence of all rights of the consuming public.

For instance, take a newspaper like the *Kansas Star*. The

following editorial was printed on the morning of March 25:

HONEST ADVERTISING

The only advertising that pays is honest advertising. This principle is so well understood by business men to-day, that most of the advertising done in the columns of the reputable newspapers is honest. Occasionally, however, an unscrupulous man thinks he can deceive his customers and get away with it. Any temporary success that he may have is at the expense of the honest advertiser and of the publication whose columns he helps to discredit.

To put the dishonest advertiser out of business is the aim of all reputable advertisers and publications. PRINTERS' INK, the standard advertising journal, has been conducting a campaign for legislation against dishonest advertising. This winter two states, Ohio and Minnesota, have enacted the law which PRINTERS' INK had drafted. This law provides that the person or firm responsible for "untrue, deceptive or misleading advertising" shall be guilty of a misdemeanor.

Such a statute ought to be of aid to honest advertisers and newspapers as well as to the general public. There is no reason why fraud should be condoned in advertising, any more than in any other department of business.

The *Star* isn't exactly tottering on the verge of bankruptcy, even without the support of the "Proprietary Association," and it doesn't seem to fear that we are plotting the ruin of the advertising business.

Week before last the Governor of Pennsylvania signed a fraudulent advertising bill. It wasn't an ideal bill by any means, but it was considerably better than the none-at-all which Pennsylvania previously had. Two days later, John Wanamaker's advertisement in the New York papers contained the full text of the law, and a signed statement by Mr. Wanamaker that the bill is an "outcome of a public sentiment which all honest merchants will welcome." Strawbridge & Clothier, Philadelphia, devote ten inches of space to the new law, which they say will "be of incalculable benefit to all honest advertisers as well as to the public."

If any friend of honest advertising fears that the "newspapers and the department stores are utterly opposed to such legislation"—as we were told once upon a time—he may be reassured. The best of both are heartily in favor of it. Let us go forward!

REJOINDER 'ON SLIDING RATES

RESINOL CHEMICAL CO.

BALTIMORE, MD., Mar. 20, 1913.

Editor of PRINTERS' INK:

In PRINTERS' INK of February 13, Noble T. Praigg, director of the *Commercial Review*, Portland, Ind., makes a very interesting reply to my article against the flat rate (January 16).

I have been waiting to answer Mr. Praigg until a special little piece of ammunition reached me. It lies before me now.

If you read the two articles you will remember I stated that the best argument against the "flat rate" was that it did not truly exist, or if it did, it was in cases so rare as to be negligible. Mr. Praigg introduces himself as one experienced in both the flat and sliding rates, and from his advocacy of the former, the inference is clear that his paper is now working under such a rate card. Bear that carefully in mind.

Now, I might undertake to rip Mr. Praigg's arguments into little bits. I might say that he is entirely wrong when he tries to put white space into a class apart from other commodities and to exempt it from the almost universal quantity discount. There is no more reason for me to expect the same rate on a 10,000 line contract and a 100,000 line one, than for the *Commercial Review* to hope for the same price on white paper as the Toledo Blade or the Chicago News get.

I might suggest that he is simply throwing dust in his own eyes when he argues that the cost of production is larger pro rata for the big advertisement than for the smaller one. As a matter of fact, the big and comparatively skilful advertiser is less likely to use intricate rule-work and minute type than is the small advertiser. Besides, many of the big contracts are very economical in this direction because the advertisements are supplied in plates or mats, while it costs no more to solicit a big contract or to carry it on the books and to bill it than a small one.

But such matters are always open to more discussion and then still more. I will only revert to the special ammunition I mentioned.

That is simply the latest rate card of the *Commercial Review*, received but a day or two ago. It reads:

Display advertising

Flat rate 12½¢ per inch.

Reading notices

1 to 99 lines, per line.....5¢

100 or more lines, per line....4¢

Now, Mr. Praigg, can your poor "small manufacturer" who can buy but fifty lines of reading notices compete on an equal basis with the merchant prince who can get the benefit of your sliding scale by using a couple of hundred?

Evidently, what is sauce for the goose is not sauce for the gander out in Portland, Ind., and Mr. Praigg's paper is not one of those which I exempted from my statement that "the best argument against the flat rate is that it does not exist."

The defense rests its case.

GRAFTON B. PERKINS,
Adv. Mgr.

MUNSEY GIVES DINNER TO OLD EMPLOYEE

Frank A. Munsey gave a dinner at the Union League Club, March 20, in honor of Matthew White, Jr., who, after twenty-six years of service in an editorial capacity in the Munsey Company, most of which has been spent as editor of the *Argosy* and dramatic editor of *Munsey's Magazine*, is retiring from active service at the home office to become literary representative of the Munsey publications in London.

Mr. White sails on April 3, and to mark in an appropriate manner his long association with the house, Mr. Munsey gathered together many of his old associates and co-workers to wish him Godspeed.

Among those present at the dinner were: F. F. Moore, Mr. White's successor on *The Argosy*; Robert H. Mackay, editor of the *Railroad Man's Magazine*; Wilton Lambert, of Washington; Archibald R. Watson, corporation counsel of New York; C. W. Hamill, C. H. Pope, treasurer of the Munsey Company; E. C. Conlin, Eastern advertising manager of *Munsey's Magazine*; Foster Gilroy, publicity manager; R. H. Titherington, editor of *The Munsey*; C. H. Tate, art editor; Isaac F. Marcosson, John Grant Dater, financial editor; James L. Ford, Herman Suter, of the Philadelphia *Evening Times*; Ervin Wardman, of the *New York Press*; C. H. Stoddard, Western director; T. N. Metcalf, editor of *All-Story*; F. A. Walker, of the Washington correspondent; C. M. Harwood, of the *Baltimore News*; H. R. Durant, of *The Cavalier*; Robert H. Davis, editor of *The Cavalier*; E. C. Rogers, of Washington; Hugh Dewart, C. T. Dixon, C. E. Rushmore, J. H. Plummer, Harry W. King, Russell A. Lewis, E. L. Norton, of Baltimore, and Capt. Philip M. Lydig.

KNEW THEM HIMSELF

John Jones, an unlettered but money-making merchant, commissioned an advertising firm, after much solicitation, to prepare some advertising matter for him. The first copy came in to him for correction. He looked it over, thought of the \$50 it was to cost him, and wrote:

"dere sur

"Yure advurtismunt is here. and i want to say thet i dont think its wurth much money i sure aint wurth no fifty dollars i found lots of wurd in it i know myself you cum and get it

"yours to command

"john jones."

—*Pilgrim Publicity.*

MCDONALD JOINS CUSACK CO.

William D. McDonald has resigned as manager of the Washington office of the Street Railways Advertising Company to accept a position with the Thomas Cusack Company in the Western field.

BUILDING AN ORGANIZATION ON RIGHT BASIS

(Continued from page 12)

bonuses, and advise our dealers to follow the same practice in respect to their own men.

Of course, one of the principal means and methods of creating business and backing the dealers is by means of advertising. Our observation in respect to advertising is that while the advertiser can possibly lie to one or a dozen or a hundred persons, he cannot lie to one or ten thousand or a million and get away with it. The law of chance works against him. We appreciated the minute we began to advertise nationally we must keep putting the standard up from time to time as much higher as we could get it.

Our first advertising adventures began with the Virtuolo, our player piano. We continued, of course, to advertise our pianos, the Hallet & Davis and Conway, but we started to work out our advertising problem on the Virtuolo. In this we had something to feature. We had departed radically from the principles on which piano players were being exploited. With all others the ideal was held up of following the expression of some master musician, and devices were being multiplied to perfect this principle. Our conviction was that this theory was wrong, because such practice calls the attention away from the expression to the mechanics of music, increases the difficulties of performance and defeats the very purpose of the player piano, which is to open the floodgates of harmony to the uninitiated. Musical enjoyment is chiefly a thing of the emotions and not of the intellect, and the fewer mechanical guides to or interferences with expression, the better it is. The average person interprets naturally by instinct as soon as he or she has mastered the principle. The more attention he gives to his sense of enjoyment and the less to the record, the sooner he will acquire a true musical taste. It is, in short, just as easy to develop the natural in-

stinct by trusting it and practising it, as it is to develop a facility for copying the instinct of others, and it will take one farther. It will mean more also to the musical future of America.

These were our talking points, and the way we have played them up in our magazine and newspaper copy has been reflected in our distribution. All of our player piano copy has been along these lines. We have appealed to the heart instead of the head. We have appealed to the thousands who hunger for music but cannot play. We have convinced them that the music is in their own souls and not in the multiplicity of mechanical devices.

PROFESSIONAL OPINIONS

We feel that this theory is sound, because we took the trouble to back it up with the professional opinions of prominent musicians and psychologists. And we made sure that the advertising is sound by testing it out on a multitude of unbiased critics. We have 5,000 of these. They are music lovers whose names have been given us by our dealers and others. We submit to them every new series of advertisements and get their opinions. If there is any considerable amount of criticism in regard to any particular ad or feature, we change it to conform with the expression of opinions.

These Virtuolo ads have been so successful that we have now applied the same principle, or a modification of it, to the piano line. We had been running this unchanged as to theory during all our Virtuolo campaign. In fact, our advertising agents were of the opinion that it could not be changed very radically.

All piano advertising is of practically two kinds, either glittering generalities or descriptions of mechanical excellence and references to exalted patronage. We thought it was possible to depart from that, and when we at last turned our attention to it, we were able to do it.

Our new copy for the Hallet & Davis pianos strikes an entirely new note in piano copy. It empha-

sizes heart interest, which is the true approach to music lovers, and does it by describing important scenes in the lives of great musicians, especially those associated with the piano. The first of the series, for example, tells of the debut of the child Mozart as conductor of an orchestra. This has also, of course, an added historical value.

We expect these advertisements to repeat the demonstrated success of our player piano adver-

tising and make still easier the task of building up a strong organization and inspiring it.

Hugh O'Donnell, who has just resigned as business manager of the *Philadelphia Press* to become a travel lecturer, was tendered a dinner by the staff of the *Philadelphia Press* on March 26.

George J. Duncan, an advertising solicitor of the *Omaha Bee*, died recently as a result of injuries received in the tornado in Omaha. The storm wrecked his home.

An Opportunity For Bright Young Advertising Men

THE WASHINGTON POST is desirous of securing the services of two experienced solicitors for display and classified advertising. When writing state salary and experience. All communications treated confidentially. Address "Business Manager" of The Washington Post, Washington, D. C.

1847 ROGERS BROS.



"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by the largest makers of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successors to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO



The Little Schoolmaster's Classroom

Those Kodak advertisements with the pictures of the bright boy and the bright girl and of mother "when she was a beauty" certainly have high interest value. One of the Schoolmaster's hobbies is that the incidents, expressions and illustrations used as starting points for advertisements ought to be true to life, when possible; so that when the reader sees them he will instinctively feel, "That's so." Take this Kodak idea of opening the advertisement with the quoted expression that "mother was a beauty in her young days," with the quaint old photograph at the bottom. The copy goes on to say that mother may smile deprecatingly, but she goes to the little top drawer and gets out that precious photograph. This is so natural—so true to life. Whoever is working up these Kodak ideas knows people, and that is one of the chief qualifications of good advertising.

* * *


If you have missed seeing the recent Library Bureau advertisements, you have missed seeing another series that strike home with their true-to-life illustrations and arguments.

Take this roll-top desk newspaper advertisement as an example. All users of roll-tops are likely to smile at the "true bill" against such desks. There has been a strong sentiment growing against the roll-top and in favor of the flat-top for a long time. Such advertisements as this one ought to be able to cash in on that sentiment.

* * *

Now for a poser! What do you think of some of the illustrations in the Sanatogen copy? A recent one shows the worn-out business man in his office-chair. The door has just opened to admit wife and the little girl, and the little girl is holding out a bottle of Sana-

togen and saying that "the doctor told us that Sanatogen is what you need." Now, of course, anyone who stops to think about it knows that no good doctor is going to prescribe Sanatogen for a man whom he hasn't examined or talked with, if he prescribes it at all. It requires a pretty long stretch of the imagination to see a good doctor telling a man's wife and little daughter that the man in the case, over in some office, needs Sanatogen. But evidently



The Mystery of the Roll-Top Desk

How long is it since you "cleaned out" your old roll-top desk? And weren't you surprised at the things that came to light—an old collar, a discarded socktie, Countess Henry's I. O. U. for \$13—perhaps a photograph of her?

Modern business demands the flat-top desk—clean, shipshape, business-like. But there's one drawback: Where to put your records—the records you turn to a dozen times a day?

Answer: In Library Bureau Demi-unit Cabinets.

L. B. Demi-unit Cabinets are not easy to describe. The picture tells only part of the story. You must see them to know how convenient they are. You can place them ANYWHERE. Put in them all the things you constantly refer to—private memos, sales records, facts about employees, confidential data and such like. They are constantly available—a half turn in your chair and you get what you want. Nothing is pigeon-holed, forgotten or lost sight of. Pull out a tray—and there you are.

Made in oak and mahogany.
Call! See! Ask for catalog.

Library Bureau
Manufacturing Division of
East and West Company, Office Building and Sales
Department
314 Broadway, New York
Telephone: 988-7000
Representatives: American Library Bureau Company
London, England and Paris, France

STRIKES YOU AS TRUE TO LIFE

the advertiser does not expect the reader to think this thing out; he is expecting, probably, that the mere "surface effect" of the picture will lead wearied and worn business men to think that Sanatogen is the thing for them. And it is perfectly true that this is a busy day and that men don't always stop to reason such things out. Is the advertiser safe in

playing up a scene that is not likely to happen? The Schoolmaster can ask the question more easily than he can answer it. His personal preference is for the picture of a real situation. Maybe some of those who are delving deeply into the psychology of advertising can give some light.

* * *

As has been remarked some thousands of times, human nature is a queer thing; and it constitutes a course of study from which we never graduate. We are keen students if we can even understand ourselves perfectly, and when we add to our own individual type the hundreds of thousands of other slightly different types—all possessing some things in common and yet each having a little individuality—we have around us a vast human laboratory that affords endless study.

The Schoolmaster is asked now and then to recommend books that will aid earnest advertising workers in understanding human

nature better, and while the Schoolmaster invariably replies that certain books are worth studying, he adds the thought that Pope brought out when he said that the best study of mankind is man himself.

All around you, in this great, seething laboratory, are men and women working, reading, looking, buying, selling. Study them. Watch to see what attracts them and what holds them. Be keen to discover what repels and what convinces, and don't jump to conclusions on solitary cases that may prove the exception rather than the rule.

"He understands people" is a concise but significant explanation of the success of a most successful retail merchant. He seems able instinctively to understand how the rural customer feels about a trip to town, as well as how the economical housekeeper reasons. Some call this knowledge psychology. Others, shying at the long word like a mule at a circus parade, declare

Would you like to know how the Pacific Coast trade feels toward your product, salesmen or advertising?

We conduct investigations and report in a comprehensive manner.

Tell us your problem and we will tell you the cost of our confidential investigation and constructive analysis.

"Eberhard Service"

THE GEO. F. EBERHARD COMPANY

Incorporated 1891

Introducing-Advertising-Selling

SAN FRANCISCO

Seattle

Los Angeles

Portland

Advertising Man

with broad experience planning campaigns, copy and layouts, and thorough knowledge of printing, plates, etc., wants position, preferably as buyer of printing and director of advertising with house willing to pay for efficient advice and service.

CYRIL WOLFF MAYER

3320 N. 17th St.,
Philadelphia.

Only a Fool Will Buy

real estate without having title searched. Before closing any Life Insurance contract for \$10,000 or more consult me. I often save clients 15 per cent or more annually. No charge for information.

J. A. STEELE, 170 Broadway, NEW YORK

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **125,667**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

FIRST HANDS IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and souvenirs. Free "Buyers' Information Service" to subscribers. **THE ROYALTY SHOP, 213 S. Market St., Chicago; 120 big pages; illustrated; \$5 year; 25c copy, mail or news-stands. No free copies.**

that it is common sense. Still others assert that it is uncommon sense rather than common sense. But in this case the label doesn't matter if the goods are there.

* * *

To illustrate some of the curious things about human nature: You have seen, no doubt, that little advertisement of the Daus Duplicator, offering a duplicator for \$7.50, less 33 1-3 per cent discount. For years the advertisement has appeared this way, and the Schoolmaster asked Mr. Daus if it were true that the price stated in this way proved to be more attractive than a straight price of \$5.

"I have been advertising these duplicators for thirty-two years," replied Mr. Daus, "and I am positive that the discount offer appeals to a very large number of people. I have tried it the other way time and again, but, strange as it may seem, it is nevertheless a fact that the average man prefers to pay \$7.50, less the discount than to pay the straight \$5. Some years ago, when I left out the discount in my advertisements, the returns from publications that had always brought good returns were very disappointing.

"The clergyman wants 'hard-time offers for clergymen'; the Sunday school superintendent wants a discount for his school; the wholesale grocer regards himself as being in the trade and entitled to something; and so it goes all along the line."

Another large concern with whose affairs the Schoolmaster is somewhat conversant finds itself absolutely unable to dispense with the discount offer. Nothing else proves to be such an effective "closer" for its salesmen. The straight price is the reasonable thing, but the masses of purchasers don't seem to be willing to respond to reason on this point, and so the shrewd advertiser "gives the people what they want" by putting his price up to a figure that will allow the giving of a discount to everybody.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
A General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

We treat "live" problems: "What is wrong with our copy?" or "How can we get dealers to help us?" or "What would make a good trademark?" If any of these problems are a part of your "worry", write on letterhead for portfolio of Proofs.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

Classified Ads Placed

In all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

FOR QUICK RESULTS USE the DENVER WEEKLY POST. Guaranteed paid circulation over 114,000, delivered by Uncle Sam—growing all the time—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word (caps headline count double). Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request. We have no Eastern Representative—send copy direct or through any Recognized Agency.

AD. WRITERS

COPY

Advertising copy **WRITTEN and ILLUSTRATED**—ready for printer or magazine. Reasonable charges. **ALFRED WONFER**, 31 Clinton St., Newark, N. J.

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing Good Locations
Mostly individual boards. Write for open dates
Standard Adv. Agency... Providence R.I....

FOR SALE

TYPE FOR SALE. About 3,000 lbs. foundry type—Am. T. F. 6 pt. No. 9—modern face—in good condition—tied up in pages. Run about 50,000 impressions. Sample sheets of last run sent on request. Price 16c per pound F. O. B. Boston. **L. & N. Co.**, 144 Congress St., Boston.

FOR SALE—Bullock 8-page Cylinder press; complete with stereotyping outfit, engine, shafting, etc. Now running and in good condition. We are installing a new 28-page outfit. Bargain price and easy terms. **DAILY ADVERTISER**, Clinton, Iowa.

HELP WANTED

HIGH GRADE publishing house (Chicago) has attractive permanent places for two young college men for editorial work along business efficiency lines. Positions pay moderate salaries with decisive advancement and bring you into intimate touch with leading men and the most progressive principles of selling, advertising and business. Applicants must be under thirty, able to write interesting, vivid articles. Reporting or editorial experience on college or other paper and selling or advertising experience valuable. Address, enclosing specimen manuscript, Box 795, care of Printers' Ink.

MAGAZINE SEEKS TWO EDITORS, now employed or recently, who have made good. State where employed, qualifications, salary expected, etc. Unusual opportunities for right men. Box 800, care of Printers' Ink.

Increase Your Export Trade

Advertising solicitors wanted in manufacturing cities, to solicit business for a monthly publication that reaches *all the export interests* of the United States, importers in foreign countries, American consuls throughout the world, etc. Liberal commission. EXPORTERS' REVIEW, 80 Broad St., N. Y. City.

A Printing Salesman Wanted

All men can attempt salesmanship, but only a very few become actual salesmen. It is the latter we want. He can do business as well in Podunk as in New York. Our judgment is, he must be a good estimator and have some artistic as well as creative ability if he successfully sells classy catalogs and publicity printing. We will pay all necessary expenses and five per cent of gross sales to such a man, whose present sales are \$50,000 or more of high class publicity printing. Give full particulars. Address, Box 794, care of Printers' Ink.

AGENCY COPYWRITERS—One of the best organized advertising agencies in the West—located near Chicago—wants to secure two thoroughly experienced general advertising agency copywriters capable of planning complete campaigns, laying out and writing folders, broadsides, literature, general and trade paper advertisements, etc. These are not ordinary agency jobs, but carry responsibility and those who take the positions will work directly under and with the head of the agency. If you desire consideration, write at once, stating salary wanted, experience and other details. All correspondence strictly confidential. Box 796, care of Printers' Ink.

COMPLETE EXPORT SHIPPING GUIDE

Agents wanted in manufacturing cities, to sell the *only* complete export shipping guide published in the United States. Answers every question that comes up in making an export shipment. Liberal commission. EXPORTERS' ENCYCLOPEDIA CO., 80 Broad St., N. Y. C.

LETTER-WRITERS

I am Advertising Manager for a Nationally-Known Concern

I specialize in sales letters of persuasive forcefulness. Not "ready-made" letters originally written for a different business, but each letter built upon the customer-winning points of your goods, after a keen analysis. Your literature or correspondent's work helpfully criticised. Advertising literature prepared. My work bears the unqualified approval of the foremost Advertising and Business Psychologist—I have the proof. JOHN FELIX LEONARD, Box 40, Post Office L, Brooklyn, N. Y.

POSITIONS WANTED

CREDITMAN, age 34, desires promotion. All record. Capable executive and office manager. Handling million dollar sales. References furnished. Box 1707, New Orleans.

IF YOUR PAPER is not making the money it should, you need me. I have re-organized an even dozen class papers and made them all better profit producers. Will be available next week. Address, Box 797, care of Printers' Ink.

You want a man who's different and I want a different job

I'm willing, are you? Box 791, Printers' Ink.

PLAN-MAKER AND COPYMAN. Sixteen years' active experience—now holds responsible position—seeks executive position with *High Class Agency*, publication or manufacturer. Address Box 747, Printers' Ink.

ADVERTISING SOLICITOR; age 30; married; wishes position, either commission with guarantee or salary basis. Also familiar with advertising "make-up," correspondence, printing and office management. Best references. Address, Box 792, care of Printers' Ink.

CIRCULATION MANAGER—Long established weekly of national influence; must be able to originate mail work and direct field agents; give experience, qualifications and references; confidential. Address, H. B. S., care of Fuller Co., 623 So. Wabash Ave., Chicago.

POSITION wanted as assistant to advertising manager in manufacturing or mercantile establishment by young man (30) with four years of practical advertising experience. A position that means hard work, experience and chance to rise. Box 798, care of Printers' Ink.

TECHNICAL AD. MAN—Do you want a man who gets beneath the surface of a problem—who digs for facts when writing copy—and can present those facts in an interesting, convincing *salesmanship* manner? Technical graduate. Four years' experience with manufacturer and agency. Knows advertising systems and details. Now employed. Address, Box 799, care Printers' Ink.

A THOROUGHLY trained and efficient advertising manager immediately available. Competent to handle sales promotion, plans of difficult proposition. Experience has been gained in 12 years' advertising and sales management for mechanical and building products. Capable of assuming all responsibilities and duties expected of a high grade man. Satisfactory evidence of ability upon request to "RECORD," Box 779, care of Printers' Ink.

Do You Sell the Retailer?

A college graduate, 25, desires a position as assistant in the advertising department of a manufacturer who sells to the retailers. This man has made a special study of dealer cooperation. He has had practical experience in retail advertising and in trade journal work. Moderate salary. Address, Box 790, care of Printers' Ink.

PREMIUMS

Premium Dinner Sets Produce Positive Results

We have hundreds of gratified customers.
Write for plans, prices and illustrations.

H. R. WYLLIE CHINA COMPANY
Huntington, W. Va.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — *Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc.* Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

THE WINTHROP PRESS, 141 E. 25th St., N. Y.

PUBLICATIONS

Madison's Budget

while primarily a year-book of stage humor for professional vaudeville artists, contains many a witty point, subtle jest and apropos story for advertisements, after-dinner speeches, etc. Send one dollar for latest issue, MADISON'S BUDGET No. 14. Money back cheerfully on request. JAMES MADISON, 1404 Third Avenue, New York.

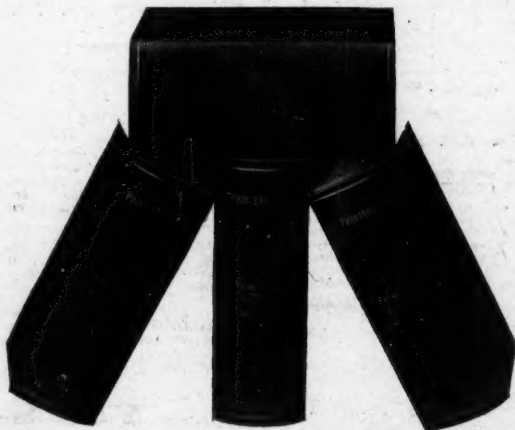
PUBLISHING BUSINESS OPPORTUNITIES

\$20,000 will buy weekly devoted to one of the artistic professions. Established thirty years, leader in its field. Yearly income about \$10,000. **HAKRIS-BIBLE COMPANY**, 71 West 23rd Street, New York.

SALESMEN WANTED

NEW YORK SALES- REPRESENTATIVE

Excellent opening for top-notch, Advertising-salesman, who has successfully sold the large manufacturers. Unless you have made \$3000 a year or over, don't answer. Selling experience essential. Profitable, permanent, high grade connection on commission basis. Consideration will be given only to those who state full particulars. Correspondence confidential. Box 793, care of Printer's Ink.



Advertising Agents Need These

FOR the guidance of writers preparing copy, nothing equals a complete file of **PRINTERS' INK** with its records of the good and the bad, the successes and the failures of the year in advertising. Bound volumes for 1913 will be available at \$8.00 the set of four. Heavy book-board covers, black cloth and gold imprints.

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street, New York City

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, \$8,877. Best advertising medium in Alabama.

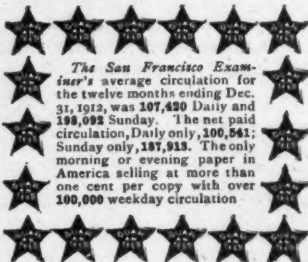
ARIZONA

Phoenix, *Gazette*. Average Dec., 1912, 6,086 daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 89,261. Largest morning circulation in Los Angeles.

San Diego *Union*. Sworn circulation, 1912, Daily, 10,998; Sunday only, 14,792.



The San Francisco Examiner's average circulation for the twelve months ending Dec. 31, 1912, was 197,420 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,541; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,892; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,183 daily, 2c.; Sunday, 15,476, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

DISTRICT OF COLUMBIA

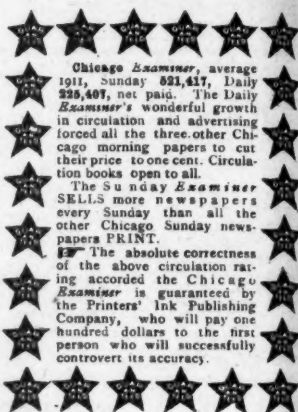
Washington, *Star*, Evening and Sunday. Average daily, 1912, 69,896 (©). Carrier delivery.

ILLINOIS

Chicago, *Polish Daily News* (Dziennik Chica-goski). Daily average, 1912, 17,686.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,289.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,891; Sunday, 10,649.



Chicago Examiner, average 1911, Sunday 521,417, Daily 225,407, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Dec., 1912, 12,846. Best in Northern Indiana.

IOWA

Burlington, *Hawkeye*. Average 1912, daily, 9,378; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader* (av.'12), 38,446. *Evening Tribune*, 20,824 (same ownership). Combined circulation 58,173—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Kos. Journal*. Only daily in county. 1,875 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 23,066; Sunday, 49,181.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,683.

LOUISIANA

New Orleans, *Item*, 6 months sworn statement U. S. F. O. daily and Sun., net circulation 44,782.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,968. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,692.

Portland, *Evening Express*. Net average for 1912, daily 19,025. Sunday *Telegram*, 12,920.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 84,394; daily, 86,065. For Feb., 1913, 77,749 dy.; 85,682 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149—Dec. av., 182,189. Sunday 1912, 322,918—Dec. av., 330,644.

Advertising Totals: 1912, 5,642,811 lines Gain, 1911, 266,450 lines

1,734,631 lines more than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad. Boston, *Daily Post*. February circulation averages of *The Boston Post: Daily Post*, 393,126; *Sunday Post*, 318,663.

Boston, *Herald* and *Traveler-Herald*. all-day circulation over 300,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1912, av. 8,936. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,882; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers held thoroughly. Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 30,567. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, Aver. year, 1912, daily 10,475; Sunday, 11,466. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec, 31, 1912, 105,350.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©©). In 1912 average daily circulation, evening, 81,465. In 1912 average Sunday circulation, 94,714. Daily average circulation for Feb., 1913, evening only, 84,707. Average Sunday circulation for Feb., 1913, 87,995.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily

Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 95,886. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.



by Printers' Ink Publishing Company

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,483.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,667 daily average 1912.

Camden, *Post-Telegram*, 10,900 daily average 1912. Camden's oldest daily.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,159. It's the leading paper.

The *Brooklyn Standard Union*. Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 84,496; *Enquirer*, evening, 87,182.

Buffalo, *Evening News*. Daily average, 1912, 99,665.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, January 1st to December 31st, 1912, 129,437. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Liec'ty. Actual Average for 1912, 32,610. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Schenectady, *Union Star*, 75% "home" circ. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. *The News* leads.

Winston-Salem, *Daily Sentinel* (e.), av. Dec., '12, 4,146. *Semi-Weekly Sentinel*, av. Dec., '12, 6,331.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,484; Sun., 134,385. For Feb., 1913, 103,361 daily; Sunday, 141,174.

Youngstown, *Vindicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 22,668 average. Feb., 1913. A larger guaranteed paid circulation than all other Erie paper combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1912, 93,351; the Sunday *Press*, 176,787.

Washington, *Reporter and Observer*, circulation average 1912, 12,660.



by Printers' Ink Publishing Company



by Printers' Ink Publishing Company



West Chester, Local News, daily, W. H. Hodgson. Aver. for 1912, 18,188. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, eve., net, sworn, average 1912, 18,681.

Williamsport, Daily Sun and News, Average for December, 1912, 17,028.

Yerk, Dispatch and Daily, Average for 1912, 18,888. Covers its territory.

RHODE ISLAND

Newport, Daily News, (evening) 66th year. Covers field. Circulation for 1911, 6,408.

Pawtucket Evening Times, Average circulation for 1912, 21,097—sworn.

Providence, Daily Journal, Average for 1912, 24,463 (©). Sunday, 24,777 (©). **Evening Bulletin,** 82,847 average 1912.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 6,449.

SOUTH CAROLINA

Charleston, Evening Post, Evening. Actual daily average 1912, 8,599.

Columbia, State, Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,528. August, 1912, average, daily, 20,986; Sunday, 20,956.

Barre, Times, daily. Only paper in city. Av. 1912, 6,083. Examined by A.A.A.

Burlington, Free Press, Examined by A.A.A. 9,418 net. Largest city and state.

VERMONT

VIRGINIA

Danville, The Bee (eve.) Aver. Feb. 1912, 8,433. **The Register** (morn.), av. Feb. '12, 8,118.

WASHINGTON

Tacoma, Ledger, Average year 1911, daily, 19,001. Sunday, 27,388.

Tacoma, News, Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac, Daily Commonwealth, Average year ending Dec. 31, 1912, 6,063. Established over 40 years ago.

Janesville, Gazette, Daily average, Feb., 1912, daily 6,023; semi-weekly, 1,896.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for 1912, 40,086. **The Evening Wisconsin** is the State's favorite home newspaper. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York; 723 Old South Bldg., Boston; 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) Journal-News, Average circulation, 1912, 7,038.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. **Times Journal,** daily average, 1912, 4,132.

QUEBEC, CAN.

Montreal, La Patrie, Ave. year 1912, 48,237 daily. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, The Leader, Average, 1912, 11,796. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record, Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN Register, Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,586 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Feb., '13, amounted to 184,755 lines. The number of individual advertisements published was 26,196.

Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



★ THE Minneapolis Journal, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order—one cent a word, minimum, 20 cents.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Watt Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **OO**.—Webster's Dictionary.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, \$3,804 (OO). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (OO). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Only Gold Mark Paper in Minnesota. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation over 20,000 weekly. MCGRAW PUBLISHING CO.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 19,600 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers Magazine (OO). Specimen copy mailed on request. 203 Broadway, N.Y.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers. New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov. 1912, sworn net average, Daily, \$3,281; Sunday, 115,787.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over \$0,000; weekly, over \$3,000.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Sincerity

First!

SINCERITY is the *Biggest Word in Advertising and Merchandising today.*

Not Sincerity for Morality's Sake—But Sincerity for Business' Sake—for *Success.*

We believe that more Campaigns have been wrecked by *Manifest Exaggeration* in Copy and Plans—by Bluff, Bluster and Buncombe—than by any other cause.

And that a single false note often has turned the public wholly against an advertised product—and made the Manufacturer *suspicious of his own advertising.*

We have put Sincerity before everything else as essential in our Service to advertisers. Sincerity that commands confidence—sells goods.

We believe in *Organized Advertising and Merchandising.* In copy that *rings true.* In Plans that Bristle with Originality. Yet are safe—sound—and *sincere.*

May we write you a letter explaining our ideas applied to *your* business—or send a representative to explain our service in detail. No obligation in either case.

THE TAYLOR-CRITCHFIELD CO.

One of the Leading Advertising Agencies of America

NEW YORK CHICAGO DETROIT

Do You Know This About Canada?

Every man, woman and child in Canada bought \$45 worth of United States goods last year.

How much did *you* sell them?

If you believe you should be doing more business in this, the fastest growing country in the world, a country of English thinking-speaking people with Anglo-American habits of buying, write us.

We can help you to an understanding of those things that make Canadian advertising profitable.

If you find it profitable to use a Canadian Selling Organization, you will find it still more profitable to use this Canadian Advertising Agency.

J. J. GIBBONS Limited CANADIAN ADVERTISING

Newspaper, Trade Paper
and all Outdoor Advertising

119 West Wellington St. Coronation Bldg. Sterling Bank Bldg.
TORONTO, ONT. MONTREAL, QUE. WINNIPEG, MAN.

CANADA

Cable Address: "Gibjay," Toronto Code: A. B. C., 5th Edition

These Advertisers Use

J. J. GIBBONS LIMITED
Because IT PAYS

Our U.S.A. Clients:

National Cash Registers
Three-In-One Oil
Packard Cars
Force
Delineator
Butterick Patterns
Underwood Typewriters
Acme Fences
Shloh's Cures
Lowe Bros. Paints
American Mechanical Toy Co.
Kleinert Dress Shields
Dr. Chas. A. Tyrrell
Vapo-Cresolene
German Kall Works
Nicholson File Co.
Everybody's Magazine
Vinolia
Stamco
Snap Co.
Sanitaris
Sanguinol
Floorglaze
Legare Co.
City Dairy
Fry's Cocoa
Regal Lager
Daisies Cakes
Comfort Lys
M. L. Paluis
Slater Shoes
Nerlich & Co.
Rogers' Coal
Fairweathers
Convito Port
Comfort Soap
Adanac Water
Crown Fences
Sunlight Soap
Healatta Soap
Lifebuoy Soap
Harr Registers
Empire Fences
Hine's Brandy
Waverley Pens
Canada Starch
Hudson Bay Co.
Library Bureau
Bax Will Forms
Union Trust Co.
Renfrew Scales
Stuart & Foster
Vestal Olive Oil
Muskoka Lakes
Sherbrooke City
Ramsay's Paints
Naamith's Bread
Catesby Clothing
A. R. McDougall
London Feathers
Business Systems
National Mir. Co.
Solo Shoe Polish
Keegan's Whisky
Belanger's Plows
Canada Bread Co.
Crompton Corsets
Pickering College
Reid's Neckwear
Hillcrest Collieries
A. E. Ames & Co.
Page Wire Fences
Oxford Underwear
Permanent Ink Co.
B. D. V. Tobaccos

**THE MONUMENT OF
SUCCESS**

"GIBBONS Knows CANADA"